UARY 7, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

TECHNOLOGY DEPT:
#6
EXTRA

PUBLIC LIBRARY
APR 2 9 1944
DETROIT

how to make a woman say "YES"★

★ *Which is not meant to infer that WOR can't make* men *do the same thing. But the facts, you'll notice, clear this up as we proceed. Now to proceed . . .*

DURING THE EXIT months of 1943 — November and December, to be exact — WOR's research people sat biting a meditative thumb; making marks on paper. Out of the meditation, paper-marking came this question:

OF ALL THE PEOPLE BROADCASTING DURING THE DAYTIME, WHOSE ADVICE WOULD YOU BE THE MOST LIKELY TO FOLLOW IF HE OR SHE ASKED YOU TO BUY A PRODUCT?

"Ah!" said the man who usually says "Ah!" or throws suggested questions in the wastebasket. "Let's ask it!"

But Crossley, Inc., not *we*, did the asking. More specifically, Crossley, Inc. asked 6,806 people — face to face — all kinds of people in all kinds of homes; from the lady who cleaned your office last night to the late-trick foreman at the local bullet plant.

The results? Look . . .

a. The people questioned mentioned 25 top-ranking New York station personalities. However . . .

10 OF THE 25 SELECTED WERE HARD-SELLING WOR DAYTIME ARTISTS. OR, MORE THAN TWICE THE NUMBER MENTIONED FOR ANY OTHER NEW YORK NETWORK OR INDEPENDENT STATION!

To the people now selling goods, or services, or keeping brand names alive by using WOR daytime, no list of these WOR personalities is necessary — though we'll be glad to send it.

Their answer to the question we've asked comes to them daily as cash changes hands, as women nod "Yes" and men say "Sure" in front of dealers' counters. (Not to mention the goodwill WOR builds and the brand names it is helping to keep alive.)

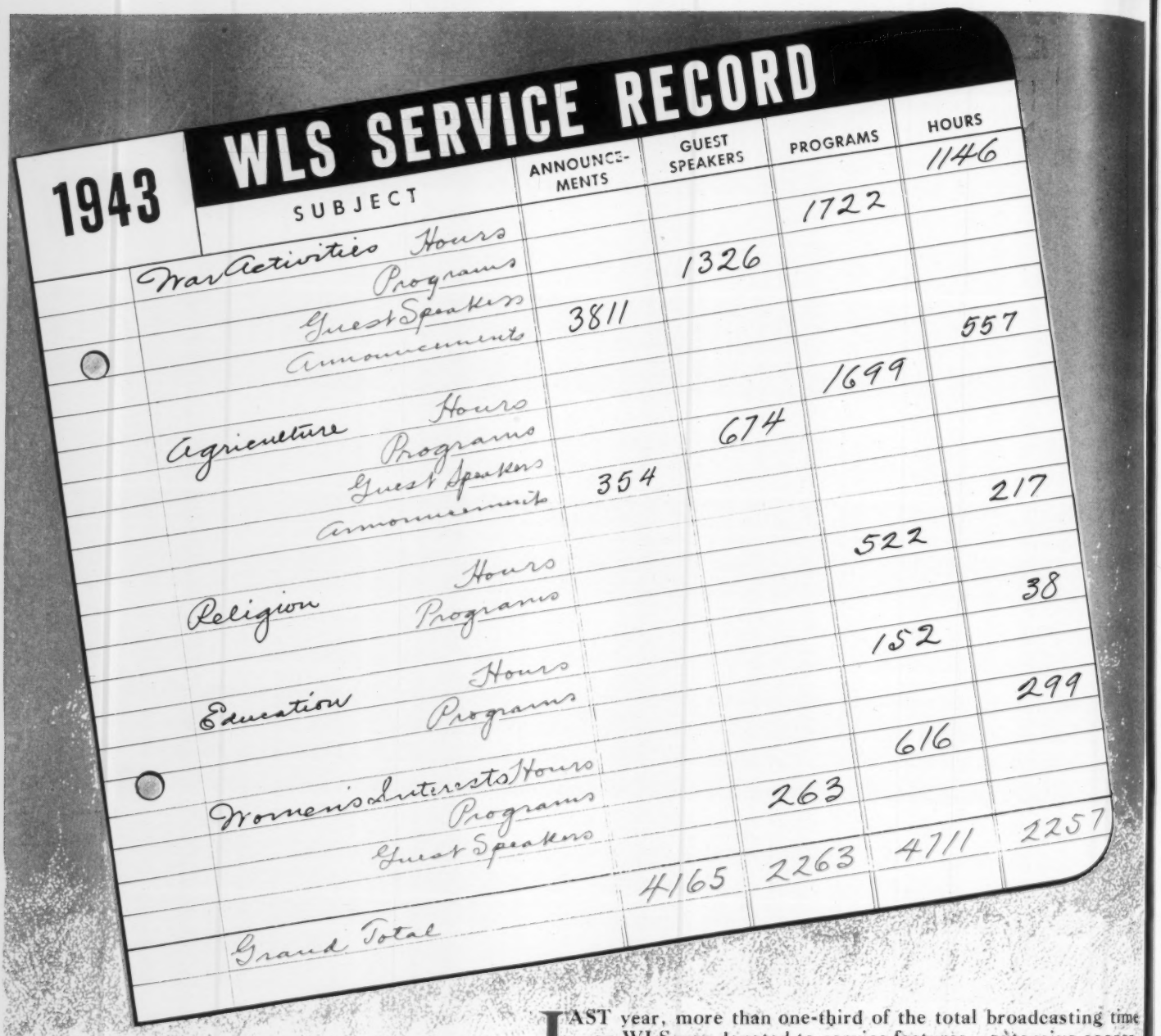
This is rather a pretty direct hint to those advertisers and agencies who are *not* using WOR to get in touch with our Executive Sales Office *now*. The number is PEnnsylvania 6-8600. The address . . .

that power-full station **WOR**

at 1440 Broadway, in New York

IN THIS ISSUE: BROADCAST ADVERTISING IN 1943

XUM



An Accounting of Our Stewardship

LAST year, more than one-third of the total broadcasting time on WLS was devoted to service features—extensive cooperation in varied war activities, such farm aids as markets and crop reports, homemaker helps and classroom educational programs. WLS has always recognized its obligation to the families of Midwest America—in cities and towns as well as on farms.

What makes the figures quoted here impressive: WLS is a *half-time* station, doing a *full-time* job of service in the public interest. Our heavy schedule of such services as those listed here has earned us the loyalty of Midwestern radio listeners. They depend on us . . . for constructive service *and* entertainment . . . and that's why *WLS Gets Results!*

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

WLS
CHICAGO

The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

HIT YOUR AUDIENCE *in* PHILADELPHIA

with

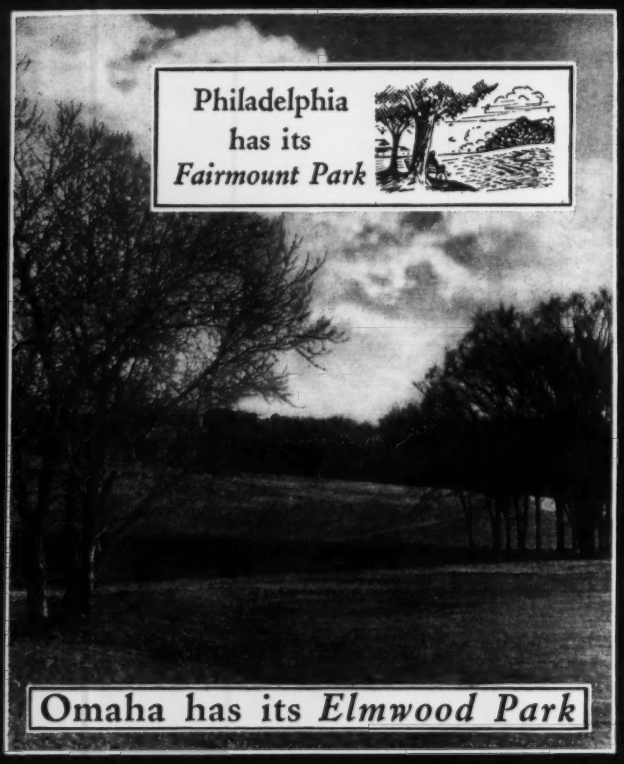
THE *Station* THAT SELLS

WPEN

950 ON THE DIAL • 5000 WATTS

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KOIL Columbia, of course The Radio Buy of OMAHA



Omahans Work Hard . . . and they have a Knack for "play"

● One of the surest indexes to any city's "civic-mindedness" is the area it devotes to public playgrounds and parks. Omaha has 2,500 acres of park area . . . divided into 52 different spots for outdoor recreation . . . including 5 public golf courses, 21 ball fields, 25 tennis courts, a lake, boathouse and pool.

Omahans enjoy stimulating play as much as they do profitable work.

The most direct and certainly the lowest-cost medium for selling this REALLY RICH and responsive market is KOIL. Write for availabilities.

A RICH MARKET

During the first nine months of 1943, DOUGLAS COUNTY (Omaha) ranked SECOND in the entire nation in Per Capita Increase in Effective Purchasing Power.

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS in Omaha

5000 WATTS ..... 1290 KILOCYCLES

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

Copyright 1944 by Broadcasting Publications, Inc.

IN THIS ISSUE—

Net Time Sales $233,900,000 for Year	9
Ryan Named President of NAB	11
Radio Bill Ready for Senate Committee	11
Program Control Seen in New Rule	12
House Group to Probe WMCA Transfer to Noble	12
DuMont Elected Video Assn. Head	12
American Net Plans 'Ideal Program Structure'	14
Protest Indicated in WOV Transfer	14
Agreement Reached on Sale of WQXR to 'Times'	14
Control of WBT Acquired by KFAB	16
Taylor Sells Interest in Four Texas Stations	16
Jett Confirmation Expected This Week	18
Radio Key War Factor IRE Told	22
Rising War Needs Delay Manufacturing Thaw—by E. K. Jett	28
Hooper, CAB Expand Surveys	47
Chairman Fly's Views on FM Future	50
Success of OWI Campaigns Credited to Radio Aid	52
Pacific Ad Assn. Holds Annual Meet	57
New Mutual Budget at All-Time High	59
Delay in 'Duoply' Order Seen	62

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices. WASHINGTON 4, D. C.
870 National Press Bldg.—Telephone: MEtropolitan 1022

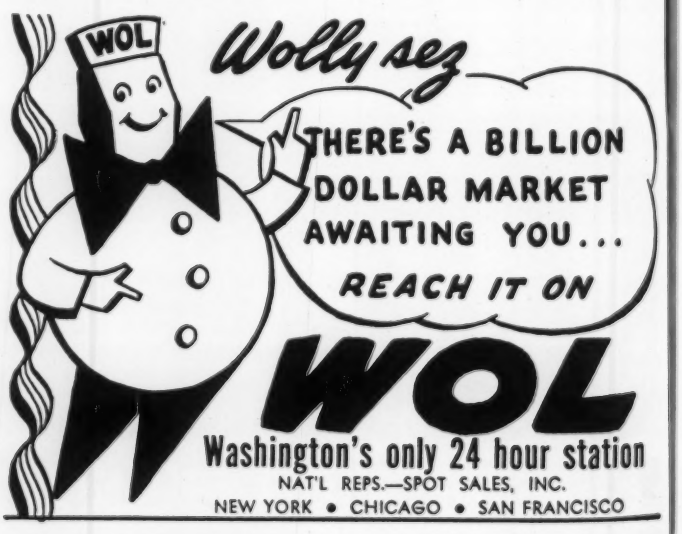
SOL TAISHOFF, Editor and General Manager — MARTIN CODEL, Publisher (on leave)
Maury Long, Advertising Manager — Bernard Platt, Circulation Manager
J. Frank Beatty, Managing Editor — J. N. (Bill) Bailey, Associate Editor
K. R. Breslau, Adv. Production Mgr. — Henry Liebschutz, Art Director

NEW YORK BUREAU
250 Park Ave., Telephone—PLaza 5-8355
Bruce Robertson, Associate Editor — S. J. Paul, Assistant Advertising Manager

CHICAGO BUREAU
360 N. Michigan Avenue, Telephone—CENtral 4115, James J. McGuinn

HOLLYWOOD BUREAU
1509 N. Vine St., Telephone—GLadstone 7353, David H. Glickman
West Coast Advertising Representatives: Duncan A. Scott & Co.
San Francisco, Mills Bldg. — Los Angeles, Western Pacific Bldg.

CANADA
417 Harbour Commission Bldg., Toronto. Elgin 0775. James Montagnes



When You Think Of AMERICA'S 4TH LARGEST MARKET

1943 BOX SCORE
Comparative ¼ Hour Ratings
12 Noon to 6 P.M.

You MUST Think Of WAAT!

WAAT vs. THREE (50,000 WATTERS COMBINED)	LEADS	435 ¼ Hrs.
	TRAILS	360 ¼ Hrs.
	TIED	69 ¼ Hrs.
WAAT vs. FOUR LEADING INDEPENDENTS COMBINED	LEADS	893 ¼ Hrs.
	TRAILS	207 ¼ Hrs.
	TIED	52 ¼ Hrs.

This recapitulation is from the continuous survey conducted in North Jersey by "The Pulse of New York" (cooperatively paid for by ALL major stations in this area), covering an impartial study of ¼ hour ratings from 12 Noon to 6 P.M. for THE ENTIRE YEAR OF 1943!

And Here's The PROOF!

Yes—these figures speak for themselves! They're the hard cold facts conclusively proving that dollar-for-dollar WAAT is New Jersey's best radio buy—that it must be considered for any schedule that aims at REAL coverage of this vast market.* If you'd like to see the COMPLETE survey—with all the convincing facts and figures—write or phone today!

National Representatives (Outside New York Area) Spot Sales, Inc.

WAAT
970 KC NEWARK, N. J.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

**Do you realize this market contains over 3½ million people; more than these 14 cities combined: — Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.*

This Ad dramatizes two of WEAF's strong points—programming and promotion. Strong point one: re-programming its 6-to-7 hour, WEAF is attracting even more listeners to the station. Strong point two: heavy promotion behind the hour in an intense advertising drive, appearing in New York newspapers, having a total circulation of almost 4,000,000.

Here's another typical example of WEAF's wide-awake aggressiveness in building audiences and holding them for all WEAF advertisers. That's why it's New York's No. 1 Station—for advertisers and listeners alike.

WEAF

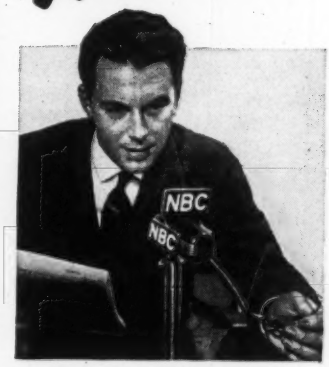
The Showcase of NBC

Represented by NBC Spot Sales
Radio City, New York 20, N. Y.

TONIGHT AT 6:00

WEAF Has Six Appeal

Tune in 660 at 6 for 60 minutes of Great Radio Entertainment!



600—GEORGE PUTNAM, News
George Putnam leads off the great 6-to-7 hour by bringing you the latest news. Hear him for a concise digest of the world scene.

Here's an outstanding program—so varied it appeals to *all* tastes. Top personalities in news... music... and sports combine to bring you a radio hour, brilliant in change of pace.

Starting at 6 p.m., a great line-up consisting of—George Putnam . . . H. Leopold Spitalny... Bill Stern... and (beginning next Monday) Lowell Thomas—gives you a full hour of superlative radio listening. You're in for *60* solid minutes of top-flight radio when you turn to—*660 at 6!*

615—H. LEOPOLD SPITALNY, Music—H. Leopold Spitalny brings you the finest in light music on *Serenade to America*—25 minutes of top-flight musical entertainment.

640—BILL STERN, Sports
Bill Stern packs a wallop with his five-minute sports commentary. Hear this crack reporter for expert highlights from the sports world.

645—LOWELL THOMAS, News
Big news! Lowell Thomas moves to WEAF next Monday. Hear him at his usual time—6:45—and round out 60 great minutes on—660 on your dial.

660 at 6
on your dial

Together with WEAF's mammoth 660 campaign in New York newspapers . . . repeated "on-the-air" announcements . . . local exploitation tie-ins, etc. . . . this adds up to the most intensive program promotion ever run in New York by a radio station. All this is motivated by a dual aim: build 'em and hold 'em for WEAF sponsors.

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING

R. J. SCOTT, *Partner, Schwimmer & Scott, Chicago*

Says—"The volume of business we place is proof of our belief in spot broadcasting"

●That, Sir, is what we call a whole mouthful of brass tacks! So, after thanking you kindly, we'll follow your example:

●Here at Free & Peters, we believe in spot broadcasting (and deliberately chose it for our life work) because spot broadcasting is the *only* system in radio by which a businessman can *exactly* fit his advertising to his present distribution and his real potential of sales. It's the *only* radio method by which he can buy *exactly* what he needs in each market, on *exactly* the stations that can best do his job. It's the *only* radio method by which he can plan his advertising *exactly* as intelligently as he plans the other phases of selling. . . . Those are the reasons we chose spot broadcasting. We think they're pretty good reasons for *advertisers*, too.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCBM . . . . . BALTIMORE
WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE
KFAR . . . . FAIRBANKS, ALASKA
and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 26, No. 6 WASHINGTON, D. C., FEBRUARY 7, 1944 $5.00 A YEAR—15c A COPY

Net Time Sales Are $233,900,000 in 1943

21.8% Gain Over Previous Year Shown; Gross Time Sales $307,191,000

BROADCAST advertising volume in 1943 forged over the two hundred million mark for the first time to a figure of $233,900,000 in *net time* sales—21.8% ahead of the 1942 peak.

Gross time sales, the "quick figure" comparison with the volume of other media, reached an estimated $307,191,000, as compared with $254,800,000 the preceding year, an increase of 20.5%. This figure represented the one-time rate of stations and networks multiplied by the number of times the medium was used, without regard to frequency, discount or sales expense.

Big Network Gain

These figures are based upon estimates made by BROADCASTING to be released in its 1944 YEARBOOK Number, now in distribution. Annual estimates have been made by BROADCASTING since 1935, with the margin of error averaging less than 2%.

Radio's 1943 increase of 21.8% compared with 14.6% estimated for all advertising volume. National magazines had an estimated increase of 27%, while newspaper lineage increased about 13% over the preceding year.

The $233,900,000 *net time* sales (gross billings less frequency and promotional discounts) constitute the gross receipts of the industry from the sale of time. While the dollar volume in *net time* sales increased in all classifications, the greatest increase was in national network volume. *Net time* sales of national networks increased 24.8% to $104,900,000 and represented 44.8% of the total volume. A considerable portion of the network increase came from new types of sponsors and from a rising volume of institutional advertising.

For the first time in several years, local broadcast advertising gained strongly. It was 21.1% ahead of 1942. Aggregating $65,400,000 of the 1943 total, it represented 27.9% of the *net time* sales. The increase was ascribed in some measure to wartime development of erstwhile secondary markets, heavy demand for luxury goods and style merchandise and the "boom-town" development.

National and regional non-network (spot) continued to show strength, increasing 18.6% as compared with 1942. Aggregating $60,600,000 of the total, spot represented 26% of the 1942 total. Regional network business was up 16% to a total of $3,000,000 and represented 1.3% of the year's volume.

Since revenue from the sale of time has accounted for between 90 and 95% of the medium's income, it is probable that the total receipts of radio during 1943 amounted to about $256,000,000, although receipts from sale of talent and similar miscellaneous income are difficult to estimate. To these figures should be added approximately $45,000,000 in direct expenditures by advertisers for programs, so the grand total of expenditures on radio advertising in 1943 should be close to $300,000,000.

Spectacular Gains

Radio made its spectacular gains during 1943 despite shortages, rationing, market dislocations and other wartime problems. In accomplishing this, however, it in the main reflected trends which were general throughout advertising in 1943. Advertising volume in magazines and newspapers showed healthy increases, despite paper restrictions. The radio gains shown for 1943 are the greatest experienced since the 1938 business recession.

Of the estimated *gross billings* of $307,191,000, in 1943, national network business accounted for $151,791,000 of the total, as compared with $118,200,000 in 1942. National and regional non-network (spot) business totaled $73,500,000 as against $69,500,000, with local business aggregating $78,200,000 as compared with $64,800,000. Regional networks accounted for the residue of $3,700,000, as against $3,300,000 in 1942.

It was emphasized that *gross billings* are helpful only in comparing radio volume with that of other media, because variations in discount structures and limitations of available statistics make it difficult to compare volume except on the one-time rate. No advertising medium ever receives its *gross billings* as dollar receipts.

The analysis of 1943 revenues is based on a formula successfully used by BROADCASTING since it began compilation of Yearbook statistics in 1935. Until the war's outbreak, Dr. Herman S. Hettinger, associate professor of marketing, U. of Pennsylvania, had served as BROADCASTING's consulting economist in the preparation of the annual analysis. Dr. Hettinger now is in the Government service, with OWI. The methods he has employed, which have shown a remarkable degree of accuracy, were used in projecting this analysis, and that for 1942, which proved to be accurate within fractional percentage points.

While no data were sought on net earnings, after taxes, it was clear, based on informal reports from broadcast executives, that profits shrunk for 1943, despite the healthy increase in volume. Excess profits taxes, manpower replacement costs and the generally increased overhead have cut into earnings appreciably, these reports state without exception.

Contrasting radio's 1943 record with other media, it appeared that all methods showed improvement except outdoor, which suffered from restrictions on automotive travel. The estimated 27% increase in magazine volume was reflected in a somewhat higher percentage in lineage in general magazines. Gains in women's magazines and national weeklies seem to have been slightly under the general average. Relative availability of space probably was a conditioning factor in this trade.

Newspaper advertising, on the basis of *Media Records* figures for the first 11 months of 1943, showed a lineage increase of 13.2% over 1942. The greatest increase was in classified advertising, which rose 31.4% and is accounted for by the manpower shortage. General advertising rose 27.5%, or slightly more than either national network or spot radio volume. Retail advertising appears to have lagged, as indicated by a rise of but 4.1% in newspaper department store lineage.

While it is difficult to estimate changes in advertising volume by class of stations on the basis of preliminary data secured by sam-

(*Continued on page 58*)

BILLINGS BY YEARS

ESTIMATED gross billings for the broadcasting industry as a whole since its inception are found in the table below. These are based upon calculations by Paul F. Peter, NAB director of research and Dr. Hermon S. Hettinger for the period 1927-1941 and BROADCASTING'S estimate for 1942 and 1943.

Estimated Radio Gross Billings
(1927-1943)

Year	National Networks	Others	Total
1927	$ 3,833,000	987,000	$4,820,000
1928	10,227,000	3,873,000	14,100,000
1929	19,196,000	7,604,000	26,800,000
1930	27,694,000	12,806,000	40,500,000
1931	37,502,000	18,498,000	56,000,000
1932	39,107,000	22,793,000	61,900,000
1933	31,516,000	25,484,000	57,000,000
1934	42,659,000	30,228,000	72,887,000
1935	49,315,000	38,209,000	87,524,000
1936	59,671,000	47,880,000	107,551,000
1937	68,828,000	75,314,000	144,142,000
1938	71,728,000	78,390,000	150,118,000
1939	83,114,000	88,000,000	171,114,000
1940	96,456,000	111,500,000	207,956,000
1941	106,900,000	130,700,000	237,600,000
1942	118,200,000	136,600,000	254,800,000
1943	151,791,000	155,400,000	307,191,000

RADIO NET TIME SALES 1942-1943

Class of Business	1942[1]	% Total	1943 (Estimated)	% Total
National network	$ 84,383,571	43.9%	$104,900,000	44.8%
Regional networks	2,631,788	1.3%	3,000,000	1.3%
National & regional non-network	51,059,159	26.6%	60,600,000	26.0%
Local	53,898,916	28.2%	65,400,000	27.9%
Total net time sales	$191,973,434	100.0%	$233,900,000	100.0%

[1] Source of 1942 statistics: FCC reports.

The Order Changeth: Ryan for Miller—*An Editorial*

IN KEEPING with democratic processes, the NAB order has changed. Neville Miller, after a six-year tenure, turns over the radio helm to John Harold Ryan, selected by the NAB board to carry on for a one-year interim term and to reorganize the association.

Mr. Miller can look upon his job in retrospect as one well done. His has been a thankless task in many ways. He has shouldered the burden of performing as spokesman for a radio industry that has been anything but united on major policy issues. He has courageously engaged in a running fight with an FCC majority bent upon wrecking the NAB and upon dividing the industry. He has given no ground.

Miller's Fine Record

The board expressed the sentiment of every man in radio when it paid tribute to Mr. Miller for his "loyal and untiring service" during these last half-dozen arduous years for radio. Mr. Miller didn't seek the NAB presidency in 1938. The job sought him. That he became embroiled in controversies with those who would strait-jacket and gag radio is simply proof that he performed his job without yielding to pressures and to the best of his ability.

Wherever Mr. Miller goes, he will carry with him the gratitude and good wishes of radio. His popularity among rank and file broadcasters is unquestioned. He performed meritoriously and fearlessly.

In prevailing upon Harold Ryan to accept the NAB leadership, the NAB board made an ideal move. He is a practical broadcaster of broad experience and vision. He leaves his post as Assistant Director of Censorship to accept the call of his colleagues in his chosen field of radio.

The task ahead isn't easy. The trade association champions a free and unrestricted radio. Forces in Government, under leadership of FCC Chairman James Lawrence Fly, have demonstrated that their move is toward rigid regulation, tightening up everywhere. That, the NAB must resist. And for that reason the radio spokesman inevitably will have differences with those now in the regulatory saddle.

Mr. Ryan, however, has a record of achievement in both Government and industry. He has performed the sensitive and responsible functions of radio censor more than two years without a single flare-up, or even an untoward incident. He is a fine executive, and an excellent diplomat. And he is a stickler for getting things done.

The change wasn't designed to placate dissident groups, either in Government or in radio. The NAB board felt there was need for reorganization. There are many vexing problems ahead, technical as well as economic. Television and FM present complexities affecting the structure and service of a new radio and broader post-war radio industry. Practical operating knowledge is essential.

There have been a number of developments recently which give all broadcasters cause to wonder. FM Broadcasters Inc. held a convention in New York and drew 750 broadcasters and other observers. The Television Broadcasters Assn. has been formed to further the visual radio art. They should not function separately. These media are destined to be an integral part of radio. They should function under the aegis of the NAB, as the umbrella over all trade groups and segments interested in perpetuating a free American radio whether sight or sound, standard or FM.

Status of Networks

Consider also the constant bickering about network membership in the NAB. It is easy to use catch-phrases about individuals and companies "dominating" radio. Three years ago that issue was settled on the floor of an NAB convention, and networks were invited to membership. Maybe the format is wrong. Perhaps the NAB should function as a federation of radio associations, with each segment organized separately but functioning as a part of the whole. But unity there must be if radio is to perform most effectively and preserve its independence and integrity.

Those are just a few of the ponderous tasks ahead. Mr. Ryan should and, we believe, will have the wholehearted and unflinching support of every broadcaster. The number one job is legislation, now being written in Senate Committee. That legislation, as finally evolved, will be the keystone of all radio's future.

Mr. Ryan, the gavel is yours. And with it the support, strength and thanks of radio. You are broadcaster's broadcaster.

Fetzer Reelected NAB District Head

Promotion, Music, Copyright Discussed at Indianapolis

REELECTION of John Fetzer, WKZO Kalamazoo, Mich., as director for the eighth NAB district, comprising Michigan and Indiana, was effected without opposition last Tuesday at the district meeting in Indianapolis. Mr. Fetzer was the sole nominee.

Mr. Fetzer

The one-day meeting featured a report by Neville Miller, NAB president, on new legislation, ASCAP and AFM, along with post-war problems.

Willard D. Egolf, assistant to the president, discussed NAB public relations activities and presented, item by item, the subjects covered in a proposed inspirational book on public relations for the broadcasting industry.

L. H. Avery, NAB Bureau of Radio Advertising director, reported favorable nationwide reaction to the Retail Promotion Committee Plan, especially in the retail trade association field, and summarized the activities to date. Action of the Sales Managers' Executive Committee on the subjects of the continuing annual discount, new promotions similar to the recent Retail Promotion Committee Plan, post-war planning, resolutions against spot announcements advertising two unrelated products and granting staggered interchange of products in participating programs were discussed.

Carl Haverlin, BMI, discussed in detail the implications of ASCAP and Petrillo activities, past and future.

Maj. Lester Lindow, Bureau of Public Relations, War Dept., on leave from WFBM Indianapolis where he was manager, urged broadcasters to help counteract over-optimism regarding the war.

OWI Speakers

The meeting also heard A. H. Llewellyn and Lavinia Schwartz, representing OWI from Cleveland and Chicago respectively, and K. A. Jadassohn from the Treasury Department, on Government campaigns.

Added remarks were made by Frank Chizzini, NBC Thesaurus; Milton Blink, Standard Radio; Leonard Callahan, SESAC. The meeting ended with the showing of three sound films: "On the Air!", Westinghouse Inc. history of radio, followed by two G-E features on FM and television.

Registration, in addition to those mentioned, included: Robert L. Mackin, Harmon L. Stevens, WHLS Port Huron, Mich.; A. Josephsen, RCA; John Carl Jeffrey, WKMO Kokomo, Ind.; R. R. Baker, WTRC Elkhart, Ind.; R. E. Bausman, WISH Indianapolis; Burt Squire, SESAC; Robert Pace, WDAN Danville; Eldon Campbell, Steve Conley, WOWO-WGL Fort Wayne; Bert Julian, O. J. Kelchner, WIBC Indianapolis; Wade Barnes, NBC Thesaurus; Felix D. Adams Jr., Bruce McConnell, WISH Indianapolis; George M. Jackson, WBOW Terre Haute, Inc.; Dan E. Jayne, WELL Battle Creek; Owen F. Uridge, WJR Detroit.

Miller Reviews Achievements of NAB, Extends Good Wishes to New President

FOLLOWING is the full text of the statement issued by Neville Miller, retiring president of the NAB, last Wednesday in Chicago:

Approximately six years ago I was elected president of the NAB when it was reorganized for the purpose of solving such problems as ASCAP's monopolistic control of music, which was then of grave importance.

By the creation of Broadcast Music Inc., we broke ASCAP's monopoly and provided a competitive market in music at an annual saving to the industry of approximately $4,000,000.

The NAB code was adopted and has become firmly established.

We exposed the viciousness of Petrillo's claims and thwarted his attempts to mulct the industry.

We have presented the industry's case before committees of the Senate and the House of Representatives showing the need for new legislation to preserve a free radio for America.

In addition to our manifold services to the member stations and the public we inaugurated many major beneficial activities such as the Department of Broadcast Advertising and have carried on many other worthwhile projects. We have assisted the industry in its splendid cooperation with all government agencies in fighting the war. We have built up our membership to the highest level in its history.

This is a record of accomplishment of which we may all be proud.

Harold Ryan, the new president, has my very best wishes for a most successful administration.

New Campbell Line

CAMPBELL SOUP Co., Camden, N. J., launched a spot campaign on three Philadelphia stations to introduce its new line of Franco-American dehydrated packaged soups. Started Feb. 7, and continuing indefinitely, an average of 30 to 40 transcribed station breaks have been scheduled collectively on KYW, WCAU and WFIL. In addition, three participating weekly spots are scheduled for Ruth Wells' women's program on KYW. The radio campaign supplements a newspaper campaign which will be extended to other markets as distribution channels are developed. Ward Wheelock Co., Philadelphia, is agency with Arthur A. Bailey in charge of the account.

Ryan Is Elected New President of NAB

Convention Tentatively Set Aug. 28-31 At Palmer House, Chicago

By SOL TAISHOFF

DRAFTING John Harold Ryan, Assistant Director of Censorship, as its new president, the NAB Board of Directors at an extraordinary session in Chicago last week set in motion machinery to reorganize the trade association as the overall radio policy-making body. Mr. Ryan succeeds Neville Miller, first paid president, who has served nearly six years.

The new president, a veteran broadcaster, has agreed to serve until July 1, 1945, as the interim executive. While he was asked to take office Feb. 15, it was doubtful whether Mr. Ryan would be able to leave his Government post for 30 to 60 days. April 15 was set as the outside date.

Mr. Miller plans to go on leave Feb. 15 but will hold himself available for consultation. Mr. Ryan's resignation as radio censor—a post he has held virtually since the war's outbreak—has been accepted reluctantly by Byron Price, Director of Censorship.

Arney Advanced

Possible transfer of the Domestic Branch of OWI to the Office of Censorship, speculated upon in news reports, might tend to delay Mr. Ryan's assumption of the NAB post, but not beyond the April 15 deadline.

Mr. Arney

At its Thursday session the board designated C. E. Arney Jr., secretary - treasurer of the NAB, to serve as temporary managing director until Mr. Ryan assumes office. Mr. Arney, it is understood, then will revert to his regular duties as secretary-treasurer. The board also authorized Mr. Ryan to appoint a committee of three members of the board to counsel with him on NAB operations until the new president is able to take over. Mr. Ryan said the appointments soon would be made.

Simultaneously, the board cancelled tentative arrangements for the NAB annual meeting and war conference scheduled for New York for April 10-13. The meeting was postponed until latter-August in Chicago, with the new tentative dates Aug. 28-31 at the Palmer House. These arrangements will stand unless they are found inconsistent with the policies of the Office of Defense Transportation, which is discouraging all conventions unless vital to the war interest.

Mr. Ryan retains his status as an executive of the Fort Industry Co. stations, from which he took leave when called to Washington on Dec. 26, 1941. Stations in this group, of which Mr. Ryan is part-owner, are WSPD Toledo (Mr. Ryan's headquarters); WWVA Wheeling, WMMN Fairmont W. Va.; WLOK Lima, O.; WHIZ Zanesville, O.; WAGA Atlanta. An application for acquisition of WFTL, Fort Lauderdale, Fla., is pending.

Acting upon the unanimous recommendation of its Nominating Committee named last July, the board, by a vote of 17 to 3, approved Mr. Ryan's appointment. Mr. Ryan was elected to succeed Mr. Miller upon expiration of the latter's term on June 30 but Mr. Miller, upon being advised of the board's action, agreed that the best interests of radio would be served by Mr. Ryan's assumption of office at the earliest date. Feb. 15, therefore, was set for Mr. Miller's separation, or such other time as proves mutually satisfactory.

Mr. Ryan was not a candidate for the post, and several times declined it. He was prevailed upon by the Nominating Committee, however, to accept the interim appointment for the critical year ahead. He agreed, it is understood, to assume the post only for the one-year tenure. It is expected that Mr. Ryan, who has served two terms as a NAB director, and has been prominently identified with the trade association's affairs, will effect a reorganization looking toward "streamlining" operations.

The board, concurrent with its election of the new president, expressed its "sincere appreciation and that of the industry for the loyal and untiring service rendered by Mr. Miller during the past 5½ years as president of the association."

Mr. Miller has not announced his plans. An attorney, and a native of Louisville, he may return to private practice of law. There were reports that he might join a Government agency in connection with the war effort, after taking a vacation—his first since he became president of the NAB in 1938.

Coincident with its election of Mr. Ryan the board adopted the resolution designating Mr. Arney as temporary managing director until such time as Mr. Ryan can take over. In recognition of Mr. Arney's services during the last five years, he was accorded an increase in salary to $12,000. The salary of Lew H. Avery, Director of Broadcast Advertising, also was increased. Mr. Miller's salary has been $35,000 per year with $5,000 in allowances.

Meetings to Be Held

NAB district meetings will be held according to schedule. Mr. Miller however, will not attend the sessions, and Mr. Arney will cover the meetings, along with other NAB staff members. Whether Mr. Ryan will attend scheduled sessions after assumption of office has not been decided.

The board announced Wednesday evening, after having been in session all day, that it had approved the recommendations of its Nominating Committee, headed by Don S. Elias, WWNC Asheville. Other members of the committee, named

(*Continued on Page 54*)

Revised White-Wheeler Plan Ready for Committee's Study

Periodical Reports by FCC to Congress Thought Among New Policies to Be Considered

A REVISED version of the White-Wheeler Bill (S-814), incorporating definite policies, will be ready for consideration of the Senate Interstate Commerce Committee possibly early this week, Chairman Wheeler (D-Mont.) announced last Friday.

Although the Senator, co-author of the bill with Sen. White (R-Me.), acting minority leader, was not specific, he did say the measure would contain definite policies "as far as I can write them into the law so there'll be no misunderstandings of the intent of Congress.

Report to Congress Hinted

"In times past I have felt that the Commission went beyond the intent of Congress in formulating certain regulations," Chairman Wheeler continued, "without coming here for advice or to find out what our intent was. I think any Government agency should consult Congress if there's any question as to the intent of the law."

That gave credence to reports that Sen. Wheeler plans to write into the Bill a proviso requiring the Commission to report periodically to Congress as well as to the Executive branch [BROADCASTING, Jan. 31].

One of the policies scheduled to be written into the law will embrace the FCC network regulations, on which the Supreme Court ruled that the Commission has supervision over "the control of that traffic". During hearings, Sen. White informed FCC Chairman James Lawrence Fly that he planned to incorporate the substance of

(*Continued on Page 18*)

NEW AND RETIRING PRESIDENTS

JOHN HAROLD RYAN

NEVILLE MILLER

Program Control Seen in New Rule

Recording of All Net Shows Required By FCC Proposal

FOR THE SECOND time within a fortnight the FCC last Tuesday moved another step closer to more rigid control over radio, especially networks, when it announced a proposed rule (Order No. 119), which would require all networks —national and regional—to record every minute of every program broadcast. Oral argument on adoption of the regulation was set for March 15, with a March 1 deadline for filing requests, accompanied by briefs.

Under Order 119, adoption of which was voted 5-1, with Commissioner T. A. M. Craven dissenting, the originating stations of all network programs would be held responsible for the recordings. Such records must be kept for one year, the Commission rule would provide.

Networks to Protest

On Jan 18 the FCC announced Order 118, which would make public all records of contractual relations and transfers of stock. Oral argument on that proposed rule has been set for 10:30 a.m. March 1, with deadline for filing requests fixed at Feb. 16.

That the four major networks plan to oppose adoption of both rules was made plain in all quarters. Louis G. Caldwell, Mutual's Washington counsel, was in conference with network officials in New York Wednesday. NBC, CBS and the Blue networks also probed the situation and plan to file briefs, it was understood.

The networks indicated that during peacetime they recorded all programs, but after the outbreak of war and the equipment shortage became acute, they voluntarily dropped the practice, at the suggestion of Government officials, to conserve materials. It was pointed out that the major networks do, however, record most of the commentators and public speakers.

Despite recent statements by the War Production Board on the shortage of transcription equipment, particularly turntables and platters, the Commission majority, it is understood, plans to put its rule into force immediately if it is adopted after oral argument. To do so would mean, according to WPB officials, a serious strain on recording facilities and materials.

War Campaigns Hit?

It was pointed out that transcription equipment is not sufficient to permit commercial organizations to carry on normal business, and the promulgation of such a regulation would tax recording facilities far beyond the barest necessities for necessary operations.

Most of the large recording companies have been engaged since the outbreak of war in cutting special transcriptions for the Army, Navy, Marines, OWI and other Government agencies for use in the war information campaigns. Additional recording needs would mean that either commercial production would be stymied or the war campaigns, allocated through the OWI, would suffer.

Among those expected to be hit if the networks are forced to record all programs would be small stations, it was explained, inasmuch as the majority of them depend almost entirely upon recordings and transcriptions. The FCC denied there was any idea of program control in the proposed regulation, although the Commission's public notice, announcing the rule, specifically gave the inference of such supervision.

Nets Resentful

"The Communications Act of 1934—basic statute under which the FCC operates—prohibits the broadcast of any information on lotteries and the use of obscene, indecent or profane language on the air," said the public notice. "In carrying out its obligations under these sections of the Act, it frequently becomes important for the Commission to know what was said on a particular program."

Further authority for the proposed rule is found, said the public notice, in Section 303(j), which "authorizes the FCC to make general regulations requiring stations 'to keep such records of programs, transmissions of energy communications, or signals it may deem desirable'." The rule would not affect non-network programs "since to require recording of all local programs might impose a hardship on many of the smaller stations," said the FCC announcement, which added: "No similar hardship would be involved for network programs, it is felt."

Network officials were inclined, however, to disagree with the

(*Continued on page 48*)

PHOTOGRAPHER was late so we have for a change a picture taken after the contract was signed. Discussing the new agreement between KWFC Hot Springs, Ark., and Mutual, as they hurry off to lunch are KWFC general manager Bill E. Ware (l) and Charles W. Godwin, MBS southern district station relations manager.

Transfer of WMCA to Noble To Be Probed by House Group

ECHOING threats of a Congressional investigation into the sale in December 1940 of WMCA to Edward J. Noble, chairman of the board, Blue Network Co., [BROADCASTING, Jan. 1, 1941], the House Select Committee to Investigate the FCC will delve into all phases of the transaction, which was protested at the time by Donald Flamm, president of the Knickerbocker Broadcasting Co., transferor.

That announcement was made late last Thursday by Chairman Lea (D-Cal.), following lengthy conferences with Charles R. Denny Jr., FCC general counsel. Mr. Lea said hearings would be resumed at 10 a.m. Tuesday (Feb. 8) and at the conclusion of the WMCA case which, he said, would take several days, "we expect to bring up the FCC".

In the meantime the Committee last Tuesday heard Olive Amelia Merrill, former secretary to Chester A. Teitgen, until last September night supervisor of the Translation, Transcription & Typist Division of Foreign Broadcasting Intelligence Service, testify that worksheets of certain stenographers were falsified last summer at the behest of Mr. Teitgen.

Mr. Lea said the Committee had not met in executive session to determine what action, if any, will be taken in the case of J. Edgar Hoover, FBI chief, who refused to answer questions because of an executive order issued by President Roosevelt, directing him not to disclose certain information relating to the FCC to the Committee. It was understood that Mr. Lea wanted to postpone action until Rep. Magnuson (D-Wash.), Committee member, returns from a mission in Alaska.

With reference to the WMCA probe, an array of witnesses, prominent in both political and business life, will be called. These include Thomas G. Corcoran, one-time White House confidant; Messrs. Noble and Flamm; their attorneys, William J. Dempsey and William C. Koplovitz, who repre-

(*Continued on page 56*)

Du Mont Elected Video Assn. Head

Post-War Committee Named; RTPB Sponsorship Voted

ALLEN B. DU MONT, president, Allen B. Du Mont Laboratories, Passaic, N. J., which owns W2XWV, experimental video station in New York, was elected president of Television Broadcasters Assn. at the first meeting of the TBA board of directors, held in New York Jan. 29. Organization was incorporated in Wilmington, Del., that week following its formation at a meeting held in Chicago in mid-January [BROADCASTING, Jan. 24].

Mr. Du Mont

Lewis Allen Weiss, vice-president and general manager, Don Lee Broadcasting System, was elected vice-president of TBA, and J. R. Poppele, chief engineer of WOR New York, was elected assistant secretary-treasurer.

Election Results

Directors elected for three years include: O. B. Hanson, vice-president in charge of engineering, NBC; E. A. Hayes, engineering executive, Hughes Tool Co.; Paul Raibourn, president, Television Productions Inc. Two-year directors are: Worthington Miner, manager, CBS television department; R. L. Gibson, assistant to the manager of General Electric Co. broadcasting and publicity activities; Mr. Weiss. One-year directors are: F. J. Bingley, broadcasting engineer Philco Corp.; C. W. Mason, chief engineer, Earle C. Anthony Inc.; Mr. Du Mont.

A post-war planning committee with Mr. Raibourn as chairman was appointed to study the "problems and potentialities of commercialized television not only in terms of telecasting, set manufacture and trade, but even moreso as a huge employment opportunity". Other committees and their chairmen are: program, Mr. Miner, to study, develop and improve programs and technical equipment for programs; engineering, Mr. Bingley; membership, Mr. Poppele; publicity and promotion, Mr. Gibson and Mr. Raibourn, co-chairmen. A manufacturing committee is to be appointed shortly.

To Join RTPB Plan

Directors voted that TBA accept the invitation of the Radio Technical Planning Board to become a contributing sponsor of that organization, which is supported by a dozen similar non-profit associations which participate in the RTPB program of preparing technical plans for the future of the entire radio industry and services.

RADIO STATION W-I-T-H PUTS ON UNIQUE 30-DAY PROMOTION

Baltimore radio station ties in with 4th War Loan Drive by offering $6,000 worth of War Bonds . . . 8 prizes a day . . . for 30 days . . . 24 hours a day . . . 240 prizes in all!

Maryland is all set to go over the top again. And down here at W-I-T-H we're ready to help. It's an idea that's right on the button. Everyone wins! Uncle Sam gets a boost. Advertisers reach people with money to spend. The listener adds a Bond . . . and the station makes a lot of friends. Many of them new . . . to add to the present W-I-T-H audience that produces sales at lowest-cost-per-dollar spent.

Some time is available . . . but not too much. If you'd like to try a 30-day drive in Baltimore . . . here's the chance of a lifetime. Write or phone for availabilities.

W-I-T-H

THE PEOPLE'S VOICE IN BALTIMORE

TOM TINSLEY, President

Represented Nationally by Headley-Reed

ON THE AIR 24 HOURS A DAY — — 7 DAYS A WEEK

Protest Indicated In WOV Transfer

O'Dea May Claim His Waiver Of Rights Does Not Hold

PROTEST against the sale of WOV New York to the Mester Bros., Brooklyn food product distributors, may be filed with the FCC by Richard F. O'Dea, minority stockholder in Wodaam Corp., operator of the station, it was learned last week. Such action would, of course, have to wait until the application for transfer of the station has been resubmitted to the Commission, which recently returned the application as improperly executed.

Previous Option

Filed early last month [BROADCASTING, Jan. 10], application requested approval for the transfer of approximately 80% of the common stock in the company, plus 50% of the preferred stock, owned by Arde Bulova and his brother-in-law, Maj. Harry Henschel, former manager of the station, to Mester Bros. for $300,000 with Mr. O'Dea retaining his 20% of the common and half of the preferred stock. Sale was reportedly made as a result of an option given by Mr. Bulova to Mester Bros. in August 1942 when an application for a similar transfer was withdrawn after it had been set for hearing by the Commission.

L. A. Warren, of Warren & McGroddy, attorneys for Mr. O'Dea, said last week that Mr. O'Dea holds a prior option for purchase of the Bulova-Henschel interests in Wodaam Corp., and that the sale to Mester Bros. in 1942 was based on a waiver given by Mr. O'Dea. His present position, Mr. Warren explained, is that this waiver was for that time only and does not hold now, despite the fact that the proposed purchasers are the same. A letter to this effect was sent to the FCC with the request that it be added to their papers on the transaction, Mr. Warren said.

Agreement Reached for Sale Of WQXR, WQXQ to 'Times'

Price Reported 'Over Million'; Hogan, Sanger Remain as Executives, Says Sulzberger

ANNOUNCEMENT of an agreement for the acquisition of WQXR New York and its FM affiliate, WQXQ New York, by the *New York Times* was made last Tuesday by Arthur Hays Sulzberger, president and publisher of the *Times*, and John V. L. Hogan and Elliott M. Sanger, president and executive vice-president, respectively, of Interstate Broadcasting Co., operator of the stations.

Purchase is subject to approval by the FCC. An application for transfer of the licenses will be made within about two weeks. it was reported. Purchase price was not disclosed, but a station official said reports that it was "over $1,000,000" were "about right".

Mr. Sulzberger

Mr. Hogan

Mr. Sulzberger said Mr. Hogan and Mr. Sanger will continue as chief excutives of the broadcasting company under five-year contracts, stressing the fact that the *Times* did not contemplate any change in personnel or program policy. "The *Times* is proud to acquire a broadcasting station which, throughout its history, has consistently maintained policies emphasizing programs of high standard and unique quality," he said.

Messrs. Hogan and Sanger said they would not have been willing to sell except to a purchaser which, like the *Times*, was determined to continue the essential character of the station. Under the agreement the *Times* acquires all of the stock of Interstate Broadcasting Co., including the 1,000 shares of preferred stock held by Time Inc., publisher of *Time*, *Life* and *Fortune*.

Times' news bulletins, currently broadcast on WMCA New York for three minutes at the beginning of every hour, will be continued on that station for the time being, the announcement stated. Mr. Sulzberger also announced the appointment of Nicholas Roosevelt as "liaison executive" between the newspaper and the stations.

Appointment marks a return to the *Times* for Mr. Roosevelt, who had been an editorial writer and special correspondent for the paper prior to 1930, since when he has served as United States Minister to Hungary, editorial writer on the *New York Herald Tribune*, and deputy director of the Office of War Information.

SITTING IN A JEEP Somewhere in Italy is CBC engineer Paul Johnson, who is making a recording with portable equipment, by Matthew Halton, CBC commentator, for broadcast to Canada from Italy. Commentators and engineers of CBC's Overseas Unit are with the Canadian Army on the Italian front, operating to pick up broadcasts of the fighting there.

WLBZ Transfer Granted Eastland Broadcasting

THE FCC last week granted consent to the involuntary transfer of control of Maine Broadcasting Co., licensee of WLBZ Bangor, Me., from Thompson L. Guernsey to the Eastland Broadcasting Co., through transfer of 439 shares capital stock for $150,000. The Eastland Broadcasting Co. is 98% owned by Adeline B. Rines, who owns WDRO Augusta, Me., and WFEA Manchester, N. H., and as executrix of her husband's estate, the late Henry P. Rines, controls the Congress Square Hotel Co., licensee of WCSH Portland, Me.

According to FCC records, a note of $175,000 has been outstanding against Mr. Guernsey and originally the courts ordered the stock of the station to be sold at auction to meet the obligation. Mr. Guernsey had then asked the courts to permit Eastland Broadcasting to take over operation of WLBZ for $150,000 in lieu of the auction. The stock, though, was sold at auction for that sum to Eastland, the only bidder.

Congress Square Hotel had tried to purchase the station several years ago but the application was dismissed by the FCC. [BROADCASTING, July 15, 1940]. WLBZ operates on 620 kc with 1 kw day and 500 w night.

'Ideal Program Structure' Is Planned By American Network, States Shepard

PLANS for an "ideal program structure" for FM stations, to be put into operation at such time as conditions permit resumption of station construction, were announced last week by John Shepard 3d, president of the American Network Inc., organized in 1941 for the sole purpose of broadcasting network programs by FM.

"We believe that a radio network can have as distinct a personality as a great newspaper or magazine," Mr. Shepard declared. "The American Network will be a network with a definite programming policy, a policy of bringing listeners the kind of programs they want to hear at the time they want to hear them.

'Best of Everything'

"We will provide the best of everything," he stated, "music, drama, comedy, variety, service material, news—not in hodgepodge confusion, but in a well-ordered arrangement that will furnish entertainment and information without heedless duplication."

These programming plans will be based on information derived from an extensive listener survey to be conducted by Kenyon & Eckhardt, New York. Application of these results will be as pleasing to advertisers as to listeners, Mr. Shepard predicted, stating:

"We will provide a wide, yet select, audience to which a sponsor can direct intelligently written commercials."

Other officers of the network are William B. Lewis, executive vice-president and general manager, and Walter J. Damm (WTMJ-WMFM), treasurer. Mr. Lewis will become active with the American network April 1 at the conclusion of the present survey he is conducting for CBS, where he was previously vice-president in charge of programs. He will make his headquarters in the newly-opened offices of the ANI in the Chanin Bldg., New York.

Directors are: John Shepard 3d, Walter J. Damm, Gordon Gray, Harry Stone, O. L. Taylor, William Bennett Lewis, Gardner Cowles Jr., and Eric V. Hay.

Stockholders are: Journal Co., Milwaukee; Gordon Gray; National Life & Accident Insurance Co.; Constitution Publishing Co.; Houston Printing Corp.; Sunshine Broadcasting Co.; John Lord Booth; Yankee Network; A. H. Belo Corp.; World Publishing Co.; Tulsa Tribune Co.; Iowa Broadcasting Co.; Minneapolis Star Journal & Tribune Co.

Safety Razor Sponsors Hourly Weather Reports

WEATHER FORECASTS are now sponsored by American Safety Razor Corp., Brooklyn, every hour on the hour from 12 midnight to 6 a.m. daily during Art Ford's *Milkman's Matinee* on WNEW New York Mr. Ford will introduce several special features including a "Gem" swing session, tying in with the sponsor's Gem razors and blades; and a "Music to Shave By," routine. Agency is Federal Adv., N. Y. Benjamin Parry, meteorologist in charge of the New York division of the Weather Bureau, pointed out that "Prior to the whole-hearted cooperation of the radio industry and the telephone company, our telephone lines here were jammed, and many persons who wanted statistical data were unable to get through. . . " Radio and telephone weather news service now relieves the lines.

THE *Saturday Evening Post* program, titled *The Listening Post*, will be heard on the Blue Tuesday through Friday from 10:45-11 a. m., and not at 10:45 p. m. as previously reported. Agency is MacFarland, Aveyard & Co., New York and Chicago.

W-G-N TO HAVE
A NEW BUILDING
WHEN WAR ENDS
Its Radio Theater Will
Seat 2,000.
BY AL CHASE.
One of THE CHICAGO TRIBUNE'S
contributions to this city's post-
war construction program will be
a new W-G-N building, the most
modern and spacious radio s
ture in the world, costing sev
million dollars, it was annou
yesterday by Frank Schreiber,
ager of W-G-N. It will be bu
soon as war time building re
tions are lifted. on land re
purchased by THE TRIBUNE
south of Tribune Tower, fro
on Michigan avenue and ov
ing the river.
In the new structure, de
to harmonize architecturally
both Tribune Tower an
present W-G-N building,
concentrated all of the
dramatic, mechanical, and
activities of W-G-N and th
western offices of the
Broadcasting system, now
doors of Tribune Tower an
present four story W-G-N
The latter will become a
THE TRIBUNE'S activities.
Six or Seven Stories
The new W-G-N buildin
six or seven stories in he
be planned to take fulles
tage of expected tremend
war developments in telev
F. M. [frequency modulat
any changes or improve
the present prevalent A
plitude modulation] broa
The outstanding featu
new W-G-N building will
seat radio theater, the la
modern, and best equip
world. It will have a
theater stage capable
dating complete thea
tions if television de
demand them. It also
a concert platform large enough to
accommodate a cast of 200 musi-
cians and players.
Small Theater for 600.
again
....WGN
LEADS THE WAY IN CHICAGO RADIO!
Again WGN leads the way in Chicago radio. Not content with its present outstanding facilities, WGN will erect the finest radio structure in the world as soon as building is again permitted.
Again WGN is making a major contribution to the growth of Chicago and the midwest. This is another reason why the people of Chicago and the Middle West consider WGN their own "community" station.
A CLEAR CHANNEL STATION
CHICAGO 11
50,000 WATTS
ILLINOIS
720 KILOCYCLES
WGN
MUTUAL BROADCASTING SYSTEM
EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y.
PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.

Controlling Interest in WBT Goes to KFAB in 3-Way Deal

Transaction Would Give WBBM Clear Channel Ending Synchronization With KFAB

IN A THREE-PHASE transaction which will ultimately clear the 780 kc channel for WBBM Chicago, CBS and KFAB Broadcasting Co., Lincoln, Neb., have completed contracts, subject to FCC approval, which would make the network a 45% partner in KFAB Lincoln, and WBT Charlotte, the latter now owned entirely by CBS. The transaction is understood to involve approximately a half-million dollars, to be paid by KFAB Broadcasting Co. for the majority interest in WBT.

Under the contracts, to be filed with the Commission for approval, KFAB Broadcasting Co. acquires WBT, clear channel 50,000-watt station and CBS' southern key. CBS, in turn, acquires 45% interest in the KFAB Broadcasting Co., which will operate both KFAB and WBT.

Multiple Ownership Affected

The KFAB-CBS transaction follows announcement last month of the acquisition, subject to FCC approval, of KFOR Lincoln, and KOIL Omaha, by Charles T. Stuart and James Stuart, of Lincoln, for $350,000. Both stations are operated by the Sidles Co. and the Lincoln newspapers, the *Journal* and *Star*, jointly. They also operate KFAB.

If the transactions are consummated as planned, here's how the stations would line up:

1. KOIL, 5,000 w on 790 kc and a CBS outlet, and KFOR, 250 w on 1240 kc and the outlet in Lincoln for Blue and Mutual, would be owned and operated by the Stuart Brothers. They were formerly identified with the Sidles Co. This transaction would eliminate multiple ownership of stations in the same area, in compliance with the recent FCC order.

2. WBT would be controlled by the KFAB Broadcasting Co. through the Sidles Co. and the Lincoln newspapers, with CBS owning 45%. A. D. (Jess) Willard Jr. would remain station manager and retain his present staff.

3. KFAB would be controlled by the Sidles-Lincoln newspaper interests, with CBS owning 45%. It would remain a CBS outlet.

4. Synchronization of KFAB and WBBM at night on the 780 kc clear channel, which has existed for more than a decade to permit both stations to operate fulltime, would be terminated as soon as materials are available for realignment of operations. KFAB would shift in frequency to 1110 kc, operating simultaneously with WBT. Each station would use 50,000 watts, although KFAB now uses 10,000 watts. Thereby, 780 kc would be cleared for WBBM. The KFAB shift to 1110 kc is provided for under the Havana Treaty of 1941, but the move was blocked by war restrictions.

The WBT sales transaction is in accordance with the FCC's network monopoly regulations prohibiting a network from owning facilities in other than key station cities or where network competition cannot acquire competing facilities. This situation obtained in Charlotte, where WBT was one of three stations serving the market.

Announcement of the consummation of the CBS-KFAB transaction was made by the FCC Jan. 29, after principals in the transaction had conferred with FCC Chairman James Lawrence Fly.

KHUB to Blue

KHUB Watsonville, Cal., operating full time with 250 w on 1,340 kc, becomes affiliated with the Blue Feb. 13, bringing the total number of Blue stations to 178. Station is owned by Luther E. Gibson.

ONE AM, THREE FM APPLICATIONS FILED

THREE new FM outlets and one new standard station were requested in applications filed with the FCC last week.

WGAR Cleveland has requested a new FM station for the Cleveland area to operate on 45,500 kc with a coverage of 8,500 sq. mi. An FM station for San Antonio, Tex., has been applied for by Southland Industries Inc., licensee of WOAI. Facilities asked are 44,500 kc with coverage of 16,500 sq. mi. The licensee of WISH Indianapolis, Capitol Broadcasting Corp., has requested a new FM outlet for that area to operate on 48,700 kc with coverage of 14,120 sq. mi.

The application for a new standard station was filed by A. W. Talbot, Billings, Mont. Facilities of 1410 kc, 5 kw day and 1 kw night, unlimited hours of operation, are requested. Mr. Talbot is president of Hartley Rogers & Co., investment bankers; owner of the Bellingham Iron Works and the Bellingham Marine Railway & Boatbuilding Co. He is also owner of KEVR Seattle and KEVE Yakima, Wash.

Fried Leaves KLX

RESIGNATION of Adriel Fried, general manager of KLX Oakland, was announced last week, effective Feb. 15. Mr. Fried, who has been with radio since 1932, received nationwide publicity by defying a network's claim of exclusive right to broadcast Madame Chiang Kai-Shek's public service talk. KLX next month will announce Mr. Fried's successor.

Taylor Sells Interest in 4 Texas Stations; Waits FCC Approval of KTOK Purchase

O. L. (Ted) Taylor, president of the Taylor-Howe-Snowden stations in Texas, last week announced sale of his minority interests in four stations to his associates and acquisition of KTOK Oklahoma City, subject to FCC approval. Mr. Taylor will remain as general manager of the four Texas stations under a management contract.

For his interests in KGNC Amarillo, KFYO Lubbock, KTSA San Antonio, and KGRV Weslaco, Mr. Taylor is understood to have received approximately $150,000. The interests were sold to Gene A. Howe, Texas publisher, and T. E. Snowden, who are the principal stockholders in the station properties. Mr. Taylor retains his 50% interest in KFMB San Diego, acquired several months ago, with Jack Gross, general manager.

Simultaneously, Mr. Taylor completed a transaction for purchase of KTOK for approximately $150,000. The transfer is from Harold V. Hough, general manager of WBAP-KGKO Ft. Worth, who owns 66%, Bert Honea, business manager of the Ft. Worth *Star-Telegram*, and J. R. North, editor of the newspaper, minority stockholders. KTOX is on the Blue.

Mr. Taylor's holdings sold to Messrs. Howe and Snowden included one-sixteenth of the stock of the Amarillo Globe-News Publishing Co. employes pool (the Globe-News owns 80% of KGNC and KFYO); approximately 10% of the Plains Radio Broadcasting Co.; holders of about 12% of KTSA, and approximately 30% of KRGV.

O. L. (Ted) TAYLOR

Three Station Sales Submitted to FCC

Transfer Applications Filed By KOVC WDSM WPRP

APPLICATION was received by the FCC last week for the voluntary transfer of control of KOVC Valley City, N. D., from Milton Holiday, president, Herman Starr and E. J. Pegg to Robert E. Ingstad, general manager, through transfer of 112 shares common stock. Agreement is that should cash be paid for the stock, the price will be $35 per share. However, if the transferees, Valley City businessmen, wish to settle for advertising on the station, the price will be $50 per share.

Filed at the same time was an application of WDSM Superior, Wis., for the relinquishment of control by Victoria B. Conroy and James J. Conroy through the sale of 45 shares of common stock by Mrs. Conroy to Roland C. Buck for $18,000. No individual in the licensee corporation will gain control of the station through the transaction. Stockholdings under the new setup will be: Mrs. Conroy, 10 shares; James J. Conroy, 35 shares; Roland C. Buck, 45 shares; P. G. Stratton, 23 shares; Joseph Weisberg, 1 share. Mr. Bruck is president and holds more than 50% interest in Roland C. Buck Inc., engineers, architects and contractors.

WPRP Request

WPRP Ponce, Puerto Rico, also filed application last week for the voluntary assignment of license from Julio M. Conesa, sole owner, to the Voice of Puerto Rico Inc. for the sum of $30,000.

Composing the new corporation and holding 20% interest each are: president—Andres Grillasca, coffee growing mayor of Ponce; vice-president — Francisco Susoni, attorney and holder of one-third interest in Empresa Cinamatografica Habana - Delicias, which owns and operates a theatre in Ponce; secretary—Fernando Sanchez, chemist, partner and manager of Empresa Cinamatografica Habana-Delicias; treasurer—Felipe Segarra, holder of half interest in Valldejuly & Segarra, which operates a chain of dry goods and furniture stores, and partner in Empresa Cinamatografica Habana-Delicias; Senor Comesa, present owner of WPRP.

Educational Plans

MORE wavelengths for educational radio service will be sought, U. S. Commissioner of Education John W. Studebaker informed the Jan. 28 meeting of the Federal Radio Education Committee, meeting in Washington. Mr. Studebaker said he had asked Chairman Fly of the FCC for 10 FM channels in addition to the five now allocated for educational use; 10 relay transmission frequencies for program exchange among stations; and two television channels.

For 75 years, Western Electric has been a leader in the field of communications apparatus. That is one reason why

the nation's largest producer of electronic and communications equipment for war today is . . .

75TH ANNIVERSARY

Western Electric

Distributed by Graybar

Senate Expected to Approve Jett Nomination This Week

Wheeler Calls Public Hearing for Wednesday; Ability Considered Over Political Faith

SENATE approval of the appointment of E. K. Jett, FCC chief engineer, to be Commissioner is expected this week following a public hearing into Mr. Jett's qualifications Wednesday morning (Feb. 9) before the Senate Interstate Commerce Committee.

Chairman Wheeler (D-Mont.) of the Committee last Friday set the Jett nomination [BROADCASTING, Jan. 17] for hearing at 10 a.m. Wednesday in the Committee's offices in the Capitol.

"If anyone wants to appear and offer objections, that's his privilege," said Sen. Wheeler. He notified Sen. White (R-Me.), acting minority leader, of the hearing. Sen. White had requested postponement on the nomination until after the Republican party could consider Mr. Jett's political affiliation.

That question was answered Jan. 19 by Mr. Jett, when he appeared before the Independent Offices subcommittee of the House Appropriations Committee [BROADCASTING, Jan. 31]. At that time he declared he was neither Democrat nor Republican and that while he had registered to vote, he had never cast a ballot, had not taken part in any political campaign, nor had he attended any dinners given for political purposes. He made the statement, despite an admonition from FCC Chairman James Lawrence Fly to keep silent.

Sen. E. H. Moore (R-Okla.), one of the first to question Mr. Jett's political faith soon after the nomination, said Friday that he had been unable to find any reason why the chief engineer wouldn't make a good Commissioner.

"I'm not a partisan myself," said Sen. Moore, who followed hearings on the White-Wheeler Bill (S-814) in November and December with keen interest. "I believe we should have men in public office who are qualified because of their abilities. That is especially true of the Communications Commission, where so many technicalities are involved."

Some Objection Anticipated

Sen. Moore's question as to Mr. Jett's nomination was based on reports he had received that the Presidential designation was an attempt of the administration to "pack" the Commission with New Deal partisans in violation of the law. "If Mr. Jett is not a New Dealer and he qualifies otherwise, I see no reason to object to his appointment," the Oklahoma Senator added.

It was understood, however, that possibly some question as to Mr. Jett's political faith would be raised by other Republican members of the Senate Committee. Sen. Styles Bridges has written Sen. White, protesting the Jett nomination on the grounds that he is not a Republican. It was pointed out, however, that the Communications Act provides that no more than four Commissioners of any one political party may serve on the Commission.

As the FCC now stands it is composed as follows: Chairman Fly, Paul A. Walker, Clifford J. Durr and T. A. M. Craven, appointed as Democrats; Norman S. Case and Ray C. Wakefield, named as Republicans.

To A TOP-NOTCH TIME-BUYER WHO WANTS TO DO MORE THAN JUST BUY TIME

We think our staff of time-buyers is one of the best in the land. Now we're looking for another of equal calibre. If you're the man we want, you'll naturally have the ability to cover all these bases, and if your present job doesn't include all these opportunities, we'd like to talk it over with you.

1. **ANALYSIS**—Can you appraise coverage figures, ratings and rates—make their meaning quickly apparent to others?
2. **PLANNING**—Can you contribute to selling strategy from a radio viewpoint?
3. **PERSONALITY**—Have you the presence needed to deal with clients as well as broadcasters and networks?
4. **ADMINISTRATION**—Can you farm out details to others and get the right results?
5. **SELLING**—When you reach a sound conclusion can you sell it to others—orally or in writing?

What We've Got To Offer You:

1. A swell bunch of people to work with.
2. A staff of skilled helpers—rating analysts, estimators and statistical workers.
3. Stability—Look up our list of accounts.
4. Pension Plan—No other company we ever heard of has so generous a plan—and it costs you nothing.
5. Advancement—It's up to you.
6. Salary?—Tell us what you're worth.

This is a tough job, but you'll like it if you're good. Ask your radio friends about us. Then make believe we're a client and sell us in a letter. If we are sold, no matter where you live, we will try to arrange an interview.

WRITE: Murray Carpenter,
COMPTON ADVERTISING, INC.,
630 Fifth Avenue,
New York 20, N. Y.

Moore Paint Returns

FOR the 15th season, Benjamin Moore Co., New York paint manufacturer, will go on the air as the spring house-cleaning and painting period approaches, taking the Saturday 10:30-10:45 a.m. period on 54 NBC stations this year, beginning March 1, for a series of talks on home decorations by "Betty Moore." *Pet Parade*, sponsored by John Morrell & Co., Ottumwa, Ia., is vacating the 10:30 a.m. spot on 83 NBC stations with the conclusion of a 13-week cycle for Red Heart Dog Food. Morrell agency is Henri Hurst & MacDonald, Chicago, while Moore placed their business direct.

White-Wheeler Bill

(*Continued from Page 11*)

the regulations into the law. Sen. Wheeler is known to be favorable to making such policy regulations law to avert misunderstanding.

Whether the Act will incorporate the regulations as laid down by the FCC could not be determined, but it was generally conceded on Capitol Hill that some version of the rules will become law. Such a provision, it was pointed out, would eliminate the diversity of interpretation of the FCC's powers over radio and would reflect the attitude of Congress.

"Equal Time" Clause

Whether the Commission's latest proposal to require networks to record all programs would meet with Senate approval could not be ascertained. Sen. Wheeler said he hadn't gone into the recent proposed rules, but that the law "will be very definite along policy lines". Sen. Wheeler's statement was interpreted as reflecting the views of Congress—that the lawmakers alone shall legislate and that there shall be no doubt as to how Congress wants the law carried out.

A provision on "equal time" to reply to commentators who assail individuals is likely to be included. Although both Sen. Wheeler and Sen. White have expressed some doubts as to how a feasible law could be written without creating a cycle of endless "replies", Sen. Wheeler still contends, as he did during hearings, that "if it's in the law, these fellows will think a long time before they make attacks".

"When we get through with the bill, there should be no doubts as to the interpretation of 'public interest, convenience and necessity'," said Chairman Wheeler. Both he and Sen. White have been in conference with broadcasters and the Commission. They have studied radio more intensely and have concluded that the present law needs amending in several places, they indicated.

"I don't believe any two broadcasters think alike. That's because the radio industry is composed of all kinds of business men. There's the show element, of course, but in some things the show business is weak. For instance what does a showman know about news? What does a banker know about programs? He might be oustanding as a banker but in some other line such as radio, he is lost until he finds himself.

"Radio has been going through that period of finding itself. I have no doubt that the American system of broadcasting will come out on top. Our programs will get better. Our news commentators will quit attacking public officials and report the news. I don't criticize any qualified commentator on the air for expressing opinions; we need it. I do criticize those few who make personal attacks under the guise of news."

POST-BELLUM PITTSBURGH

and the Tri-State Industrial Area

When the time comes . . and who doesn't pray it will be soon . . for the transition from war to peace production . . coal, iron, steel, aluminum, glass, etc., will insure basic and fundamental prosperity for the KDKA area.

The production of both raw and finished materials to be used at home . . as well as sent to earth's four corners . . will keep Pittsburgh and the surrounding area in the lead *marketwise.*

Insure continuance of acceptance for your product. Schedule 50,000-watt KDKA. NBC Spot Sales will handle the details.

Upon request, we will cheerfully furnish a new Coverage and Market Map for KDKA—one of America's Great Radio Stations.

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA • REPRESENTED NATIONALLY BY NBC SPOT SALES

How to Concentrate on a Million

From Nashville, center of a trade area of over a million listeners, WSIX broadcasts to a big, loyal listening audience that's ready to hear what you, Mr. National Advertiser, have to say.

Carrying the featured programs of both Mutual and Blue networks, this station has the power and frequency to deliver its signal effectively to this entire territory.

If you want to *concentrate* your radio efforts in this booming Nashville area, and at a coverage cost that will show *bigger profits*, we will be glad to show you what WSIX can do.

Spot Sales, Inc., National Representatives

Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS

980 KC

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

AGENCY SHOWS HOW IT'S DONE

Buchanan-Thomas Acquaints Flour Salesmen With Radio Advertising Technique

POTENT FACTOR of radio in flour sales has been illustrated to flour salesmen in a campaign arranged by the Buchanan-Thomas Advertising Co., Omaha.

The plan was to inform the salesmen thoroughly about the advertising campaign for a new product, Butter-Nut Flour, so that the salesmen could pass along the information to the retailers. Media used were newspapers, farm papers and time on WOW KFAB KODY KOBH KMA KOWH. Each salesman had his picture taken behind the microphone of the station covering his territory.

Blow-ups of the current ration stamp were distributed to the men to be given to grocers for store display. Across the bottom of the 23" x 14" cards was a picture of the announcer at a microphone giving the Butter-Nut Flour message. At sales meetings, a transcription of the program was previewed to give salesmen a knowledge of the radio advertising to follow. Then a Buchanan-Thomas representative supplemented the transcription preview with a talk on advertising.

At a table illustrating the stations used in the campaign, C. Coe Buchanan explains a fine point on Butter-Nut to Harold Soderland, of Buchanan-Thomas, at left.

Goodyear Series

AL NEWMAN, general music director of 20th Century-Fox Film Corp., has been signed as musical director of the weekly program, *The Star and the Story* which starts Feb. 6 on CBS stations, Sunday, 8-8:30 p.m. (EWT). Sponsor is Goodyear Tire & Rubber Co. Starring Walter Pidgeon, dramatic series will feature a different guest film star each week. Irene Dunne has been signed for initial broadcast in a radio adaptation of "The Awful Truth". Charles Tazwell will write adaptations, with Rupert Lucas assigned producer of Young & Rubicam, on the show. Ted Bliss takes over Lucas' assignment as agency producer of the CBS *Silver Theatre*, sponsored by International Silver Co.

Video for Hospitals

NBC and RCA, with cooperation of General Electric Co., have begun installation of 45 additional television sets in hospitals in and around New York, through which wounded service men can watch the telecasts of WNBT, NBC's video station, and other television transmitters in the area. General Electric Co. is supplying 25 of these receivers, which are in addition to the 10 installed by NBC last fall. As part of this program of serving the wounded veterans, NBC, in cooperation with Army and Navy officials, secured permission to televise boxing bouts, hockey matches and other sporting events from Madison Square Garden.

Plasma Premiere

RETAIL Advertisers tied in closely with the "Plasma Premiere" of the United Artists' film "Three Russian Girls", in Cincinnati Jan. 27, are either buying additional spot announcements or turning over their regular time to call attention to the event. Tying in with the fact that the Russians are believed to be the first to use plasma on the battlefield, tickets to the Premiere were offered in exchange for blood donations to the Red Cross. Nine local merchants contributed time, using WSAI WKRC WCKY.

CBC Political Time

BETWEEN ELECTIONS, a half hour a month will be available on the Canadian Broadcasting Corp. networks for political broadcasts by leaders of federal political parties it was decided at the recent CBC board of governors meeting at Ottawa. Restrictions on federal party leaders with respect to submission of manuscripts have also been relaxed. Details of the plan have not yet been announced.

Auto Exchange Spots

VICTORY AUTO EXCHANGE, New York, through its newly-appointed agency, Berne W. Wilkins —Sound Adv., New York, started *Victory Varieties* on WOV New York, Jan. 31 as a five-times weekly 25-minute program. Expansion to other stations in the New York area, Bridgeport, and Albany is being arranged.

MONEY TALKS

. . . . and it tells an amazing story about midnight-to-dawn advertising on WBAL

$50 worth of broadcasts on WBAL at *4:05 in the morning* brought in $390 cash in direct orders in just one week! The product: an automobile mechanic's handbook. The orders came from 22 different states.

That's only one of several success stories about midnight-to-dawn advertising on WBAL.

Here's the explanation: There are a surprisingly large number of people listening to the radio all through the night. Not only in the big industrial centers—but scattered through the country.

WBAL is one of the few stations that can be heard clearly in these "wee" hours. It is the ONLY 50,000 watt station on the Atlantic Seaboard outside of New York on the air all night, every night. Its powerful programming —the ALL NIGHT STAR PARADE—builds a big listening audience that is widely scattered but huge in the aggregate.

Mail returns and direct orders indicate that WBAL is listened to at night consistently in the twenty Eastern Seaboard States east of Ohio, with a population of more than 75 million. You have to reach only a very small percentage of such an audience to make your advertising at WBAL's low, midnight-to-dawn rates tremendously profitable. Call in the Petry man for details.

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

ALL NIGHT STAR PARADE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Radio Key Factor in War, IRE Informed

Reports on RTPB Panels Feature Of Sessions

LARGEST congregation of radio engineers ever assembled, with more than 1,700 registrations and an estimated total of more than 2,000 persons attending one or more of the sessions, was the record set by the 1944 Winter Technical Meeting of the Institute of Radio Engineers, held Jan. 28-29 at the Hotel Commodore, New York.

Another attendance record was set by the banquet on Friday evening, Jan. 28, where more than 800 IRE members and guests heard Comdr. J. J. Raby, U. S. Navy, praise the vital contribution of radio to modern combat. "Such reliance is placed on this material," he declared, "that the outcome of any engagement can well be determined by the radio aids employed."

Retiring IRE president L. P. Wheeler, chief of the information division of the FCC Department of Engineering, delivered his president's report at the dinner and also presented the IRE Medal of Honor for 1944 to Haraden Pratt, vice-president and chief engineer, Mackay Radio & Telegraph Co., and the Morris Liebmann Memorial Prize for the year to W. L. Barrow, Sperry Gyroscope Co., and Fellowship Awards to 11 other engineers.

Symposiums Featured

In addition to the customary technical papers, the meeting this year highlighted two symposiums, one on the work of the Radio Technical Planning Commitee with the chairman of each of the 13 RTPB panels outlining the nature and scope of the assignment of his group, the other dealing with the engineering work of the FCC. In both of these sessions speakers emphasized one of the main problems of wartime planning: the reconcilliation of necessary restrictions on discussion of important wartime developments of equipment and techniques for reasons of national security with the difficulties of making proper post-war plans without full knowledge of these revolutionary developments.

In tribute to the IRE for its part "in the creation of the greatest system of mass communication the world has even known—American broadcasting," Arthur Stringer, NAB director of promotion, presented the Institute with a plaque from the NAB, which was accepted by Dr. Wheeler. After receiving the president's gavel from Dr. Wheeler, H. M. Turner, associate professor of electrical engineering at Yale, 1944 president, conducted the annual IRE meeting, a brief business session concerned chiefly with amending the by-laws to permit an expanded scope of IRE activities.

An exhibit of captured enemy radio equipment, revealing that the Nazis froze their radio design five years ago, with a gain of speed in production that has boomeranged by allowing the more modern equipment of the United Nations to surpass that of the Germans in effectiveness, was displayed in the foyer of the convention room during the two days. Japanese radio sets were mostly handmade of inferior material—much of which had been bought in U. S. distress markets during the depression.

Introducing the RTPB symposium, W. R. G. Baker, General Electric Co., chairman of the RTPB, sketched the overall purposes of the organization in formulating plans for the technical future of the radio industry. RTPB, he said, "is a challenge to the engineers of the radio industry through which they can play an important part in establishing the future of their industry."

Plans Outlined

A. N. Goldsmith, consulting engineer, chairman of Panel 1, on Spectrum Utilization, described his group as a guiding panel to prepare a basis of sound engineering principles for the other panels to use in solving their particular problems. Declaring that it is a major responsibility of the RTPB to set up standards for application immediately upon the end of the war, so that reconversion to peacetime production and employment may be hastened, Dr. Goldsmith said that another function is to establish ultimate standards for the future, with the means of transition from one to the other the hardest part of the job.

Reporting for Panel 2, on Frequency Allocation, Chairman C. B. Jolliffe, RCA, said that since nature has not provided an unlimited frequency spectrum his panel must be able to force compromises to give reasonable space to all services needing it, a task he predicted would not make Panel 2 members very popular.

R. M. Wise, Sylvania Electric Products, chairman of Panel 3, on High-Frequency Generation, said that the hardest job of his panel would be to get Army-Navy clearance for information requested by the other panels concerning types of equipment that will be available in two, five or ten years.

Dual Operations Seen

Howard S. Frazier, NAB director of engineering, chairman of Panel 4, on Standard Broadcasting, predicted dual operation of AM and FM for some time after the war. AM broadcasting has not yet been utilized "to the fullest extent consistent with the present development of the art", he said.

Mr. Frazier told the engineers that regional topography, conductivity, density of population, availability of channels, etc., will probably determine the method of broadcasting. Each type of broadcasting, he said, will in time "find its proper use and function in best serving the public interest".

Panel 5, on Very-High-Frequency Broadcasting, is in effect a panel on FM, Vice-Chairman C. M. Jansky Jr., Jansky & Bailey, reported, as it is the only service of this type of present commercial importance. He described the problem of securing more FM channels the most pressing problem of his panel.

Other Panel Reports

The need for more chanels was also stressed by D. B. Smith, Philco Corp., chairman of Panel 6, on Television, who, after outlining some of the problems to be met, predicted that nationwide television networks will be a possibility after the war.

John V. L. Hogan, WQXR, WQXQ, Faximile Inc., chairman of Panel 7, on Facsimile, said that his panel was not yet organized and invited those interested in participating in its work to get in touch with him promptly, so that the panel could get under way without further delay.

E. W. Engstrom, RCA, chairman of Panel 9, on Relay Systems, and W. P. Hilliard, Bendix Corp., chairman of Panel 10, on Radio Range, Direction and Recognition, also reported that their panels were in the process of organization and had not yet held their first meetings.

Haraden Pratt, Mackay Radio & Telegraph, chairman, Panel 8, on Radio Communication, described the field of his panel as covering point-to-point communication services, ship-to-shore communications and international broadcasting, placed into this group because its problems are so like those of international telephony.

Aeronautic Aids

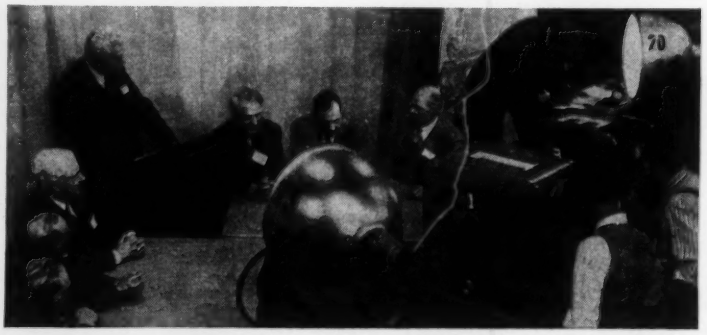
Panel 11, on Aeronautical Radio, covers the safety services, communications and navigational aids, Chairman D. W. Rentzel, American Airlines, said, stating that his panel would work closely with Panels 9 and 10.

C. V. Aggers, Westinghouse Electric & Mfg., chairman, Panel 12, on Industrial, Scientific and Medical Equipment, said that the goal of his panel is to develop satisfactory shielding wherever possible to prevent interference with radio broadcasts and to immunize equipment which it proves impossible to shield.

Panel 13, on Police, Emergency Services, chairman D. E. Noble, Galvin Mfg. Corp., reported, covers radio communications for police, fire and forest fire departments, as well as for railroads, power utility and public transit companies, highway and industrial communication systems. His group, he said, will attempt to work out a national system of planned frequency allocation so as to avoid interference, beginning with a survey and then establishing standard systems for a community, a city, a county, a state, a region and finally for the nation. Project is a five-to-ten-year plan, he stated.

Opening the Saturday morning symposium on the engineering work of the FCC, E. K. Jett, chief engineer of the Commission, gave a detailed review of the FCC's duties and responsibilities, pointing out that the difficulties facing the Commission in issuing licenses for such post-war services as FM, television, and facsimile make it fortunate in some respects that the present "freeze order" is in effect, giving some time for the revision of pre-war standards in line with wartime developments in radio engineering (excerpt of address on page 28).

G. P. Adair, assistant chief en-



QUIZ KIDS—SLIGHTLY MATURED—are these New York State newspaper publishers who appeared on a television quiz show arranged by General Electric. Frank E. Tripp, general manager of the Gannett Newspapers, standing in center, was m.c. for participants (l to r): Arthur P. Irving, general manager, *Glens Falls Post Star;* W. Howard Moody, editor, *Saratogian;* E. M. Waterbury, publisher *Oswego Palladium-Times;* Mr. Tripp; Richard J. Finnegan, editor, *Chicago Times;* W. Norris Paxton, manager, Albany bureau, AP; Wilbur Forrest, executive editor, *New York Herald-Tribune.*

SOMETHING'S UP ...in St. Louis!

We mean Radio Station KXOK—up to second position in morning listening appeal. This "youngster" has forged ahead of a 21-year-old "adult" in the morning and is in third position for the afternoon and evening periods.

This new rating was revealed as a result of a Robert S. Conlan & Associates coincidental telephone survey of radio listeners conducted in St. Louis, from December 8th through December 14th, inclusive.

Youngest of all St. Louis radio stations, 5-year-old KXOK . . . on the Blue Network . . .reached this "high" in listening audience in competition with St. Louis stations many years its senior.

During the seven-day Conlan survey (Monday through Saturday) 56,709 basic calls were made. This was an average of 567 basic calls each hour . . . almost 142 basic calls every fifteen minutes . . . or better than 9 calls a minute.

Small wonder we say something is UP in St. Louis . . . and we DO mean KXOK!

KXOK

SAINT LOUIS, MISSOURI

630 KILOCYCLES • 5000 WATTS—FULL TIME • BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times

AFFILIATED WITH KFRU, COLUMBIA, MISSOURI • REPRESENTED BY JOHN BLAIR & COMPANY

gineer of the Commission and chief of the Broadcast Division of the Engineering Dept., outlined some of the Commission's problems in licensing the broadcast services. Citing a study made in 1938, showing 9,998,747 people or 8.1% of the total population without primary daytime service from even one radio station, and 21,308,453 people or 17.4% of the total population without primary service at night, he said that another study in 1942 showed only a 3% to 5% reduction in the areas not getting primary radio service. The rural population accounted for most of those not receiving primary service, he added, with 15.9% of the country's rural residents without daytime primary service and 32.4% without primary service at night.

"These studies," he stated, "indicate that there is a greater need to extend primary service to rural listeners than to urban listeners although the nighttime picture is not quite as bad as it appears since secondary service is available to every portion of the United States where the noise level is sufficiently low."

Super-Power Suggested

Asking how primary service may be extended to the remote rural areas, Mr. Adair mentioned superpower as one suggested solution and noted that "following the 1938 hearing the experimental license of the only station operating with power in excess of 50 kw was not renewed and that at that time the Senate adopted a resolution against the use of power in excess of 50 kw."

Improvement of rural service by a more efficient geographical distribution of stations, he said, runs up against the economic fact that "in most of the areas where no service is available at this time the density of population is such that a station would be forced to operate at a loss." The often suggested use of very low frequencies has the disadvantages that these frequencies are of great value to the services now using them, that for satisfactory operation the antennas would have to be so high as to "involve distinct hazards to air navigation," that only a few receivers now in use can receive such frequencies and that only a limited number of channels would be available. Extension of the broadcast band upwards also raises the problem of lack of adequate receivers and of competition with other services now occupying them.

Turning from the standard broadcast band to FM, noncommercial educational, television and facsimile stations, Mr. Adair pointed out that in addition to the major problem of how many channels should be provided for each service and in what frequency bands should they be allocated, there are such detailed problems as "whether trade areas are satisfactory or should other means of allocation be established; what standards of operation should be adopted; what provisions should be made now for color television; should the aural transmitter of a television station be operated only when the video transmitter is operated or should it be permitted to operate as only an aural station at times; should multiplexing be permitted on FM broadcasting, particularly facsimile, or should a separate facsimile service be provided; what and how should relay systems or other means of providing a network of FM and television service be established and in what frequency band should they be established."

Mr. Adair concluded by stating that the solution of these and other problems can be reached only through the closest cooperation of the industry and Government and that when they have been solved domestically there is the whole question of international allocations to be faced.

W. N. Krebs, chief of the Safety and Special Services Division of the FCC Engineering Dept., pointed out the importance of frequencies required by the police, aviation and maritime services. P. F. Siling, chief, International Division, discussed "International Point-to-Point and Allocation Problems."

Sturdy Sets Urged

Arthur C. Stringer, NAB director of promotion, stressed the need for sturdier construction of sets and minimum need of servicing. When additional services can be made available to the public, he said, "I have the hope that the most qualified group will assume the obligation of providing expert maintenance facilities and personnel to maintain the products of radio factories.

"Unless manufacturers do this, or unless it is done by other persons, the American radio public is going to be faced with an unprecedented era of 'set butchery' at the hands of an army of tinkerers".

The end of the war, Mr. Stringer reminded his audience, will see the return to the industry of "former radar maintenance men who will come nearest to possessing the desired prerequisites of competent servicemen".

He pointed out that just as programs influence purchase of sets, so does good construction and ease of repair determine continued success for the manufacturer.

In the final session of the two-day convention on Saturday afternoon, R. A. Hackbusch, vice-president, Stromberg Carlson Co., Canada, reviewed radio progress in Canada from the days of the early Marconi experiments to the present. T. M. Liang of the Chinese Supply Mission, presented a vivid picture of what radio has already meant to the 450,000,000 people of his country and of its future in the post-war era. Commander A. B. Chamberlain, U. S. Navy, formerly chief engineer of CBS, described standardization of service equipment.

A total of 757,885 pieces of listener mail for the twelve months of 1943 speaks for itself. But we do wish to point out the soundness of this enormous total as it is emphasized by the fact that 96.19 percent was of the desired commercial variety. No "phoneys" there! . . . . Radio Station WWVA, Wheeling, West Virginia's 50,000-watter serving 123 primary area counties in Ohio, Pennsylvania, West Virginia, Maryland and Virginia. Blue Network and represented nationally by John Blair & Company.

WNOX IS UNDER THE SAME SOUND MANAGEMENT POLICY AS WCPO - CINCINNATI, OHIO; WMPS - MEMPHIS, TENNESSEE

First in
LISTENERS
and
★ FIRST IN POWER
★ FIRST IN COVERAGE
★ FIRST IN MARKET
WNOX IS First IN EVERY WAY

CBS
REPRESENTED BY
The
BRANHAM
Co.

WNOX
10000 WATTS • 990 KC • KNOXVILLE, TENN.

SCRIPPS HOWARD RADIO Inc.
Affiliated with
THE KNOXVILLE
NEWS-SENTINEL

G.E. SETS THE PATTERN

The Story Behind the Plaque. Awarded to General Electric for outstanding contributions in television programming, this American Television Society recognition climaxes four years of intensive programming activity.

Despite the restrictions imposed by General Electric's all-out war effort, WRGB programming is being maintained on a regular 9-hour-per-week basis. This continued activity is the result of G.E.'s conviction that television will grow into a mighty post-war enterprise.

After the war, General Electric will again build complete television systems—cameras and other studio equipment, monitors, relays, antennas, and a complete line of home receivers.

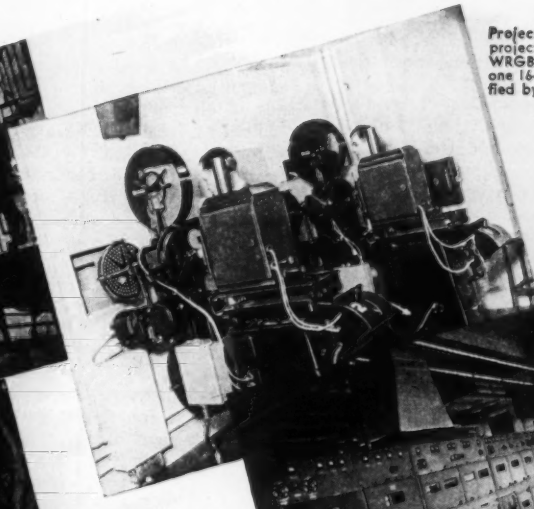
Here is WRGB, the nation's outstanding television station, in action.

"Marriage by Lantern Light"—typical WRGB television action s... from a Julius Hartt Musical Foun... tion playlet. Live talent programs p... dominate at WRGB.

N FOR TELEVISION

Studio – Here you see stage props being set in the main studio of television station WRGB. Sight and sound are picked up by G-E television cameras and a motion-picture-type traveling microphone. Mercury-vapor spotlights and revolving ceiling lamps are water cooled and electrically manipulated by remote control. *Cool* light!

Projection Room–Motion-picture projection equipment at station WRGB includes two 35-mm and one 16-mm projectors – all modified by G.E. for television.



Transmitter – The main transmitter of WRGB is located in the Helderberg Mountains, 12 miles from studio. Transmitter output: 40 kw video, 4 kw audio.

WRGB – General Electric's workshop television station at Schenectady is the largest and best equipped station in the world. From this studio, programs are beamed through a G-E television relay to the giant transmitter in the Helderberg Mountains nearby.

Control Room – Control desk, and shading desk with picture monitors, manned during a television broadcast from WRGB. All action in main studio is viewed and controlled from here.

A PLAN *that will secure your place in radio broadcasting post-war*

General Electric offers you "The G-E Equipment-Reservation Plan" . . . a plan designed to enable you to complete *your* post-war plans *now*. It will enable you to establish a post-war priority on a broadcast transmitter and associated equipment. It will enable us to plan definitely for large-scale post-war production, thereby giving you the fastest possible post-war delivery and the savings of planned production.

Investigate this plan today and assure your place in radio broadcasting post-war. *Write for your copy of "The G-E Equipment-Reservation Plan." Electronics Department, General Electric, Schenectady, New York.*

• *Tune in General Electric's* "The World Today" *every evening except Sunday at 6:45 E.W.T. over CBS. On Sunday evening listen to the G-E* "All Girl Orchestra" *at 10 E.W.T. over NBC.*

STATION AND STUDIO EQUIPMENT • TRANSMITTERS • ANTENNAS • ELECTRONIC TUBES • RECEIVERS

GENERAL ELECTRIC 180-C9 **FM·TELEVISION·AM**

See G-E for all three!

Rising War Needs Delay Freeze Letup

Editor's Note: What is the overall allocations outlook for television, facsimile, FM, and the non-broadcast services? Will there be more than enough frequencies to go around in the post-war era? When will the freeze on construction be lifted? These questions, constantly arising in radio, and heretofore answered piece-meal, were rounded up by E. K. Jett, FCC chief-engineer and commissioner-designate in an address Jan. 29 before the annual technical meeting of the Institute of Radio Engineers in New York. Following is an abstract of Mr. Jett's address:

By E. K. JETT
Chief Engineer,
Federal Communications Commission

APPLICATIONS for radio and wire authorizations were acted upon prior to Pearl Harbor without having to consider the availability of manpower, materials, and manufacturing facilities. The companies, however, were beginning to realize that materials were becoming scarce and that priorities were needed in order to maintain or complete construction of their facilities. The subsequent picture is well known.

Almost from the beginning of the war it has been necessary to limit new construction to facilities which would serve a vital public need or an essential military need. Today, however, the principal difficulty is lack of manpower and manufacturing plant facilities. In checking with Mr. Frank H. McIntosh, Chief of the Domestic and Foreign Branch of the Radio and Radar Division of the War Production Board, just before leaving Washington, he assured me that the situation today is not very different than in 1943. He emphasized that the need for conservation of manpower and manufacturing facilities of radio equipment and maintenance supplies still exists. He also authorized me to say that present indications are that despite the tremendous expansion of radio production that has taken place in the last two years, the requirements of the armed forces in 1944 are half again as large as in 1943.

'Freeze' to Continue

Generally speaking, this large burden on industry will not allow production of equipment for new stations or the expansion of existing facilities unless such facilities are required for war purposes. However, the WPB has always been, and always will be, glad to review any case presented to it and if special circumstances justify unusual action, the WPB will be governed by the circumstances of the case. In view of this information, there is no immediate possibility of the Commission cancelling its "freeze" policies. On the other hand, WPB is maintaining day to day liaison with the Commission and will keep us advised of current developments so that no time will be lost in relaxing equipment-freeze policies whenever it may be possible to do so.

In some respects, it is fortunate that we cannot proceed with normal licensing at this particular time. For example, there is great interest on the part of the general public in the future of broadcasting, including television, facsimile, and FM broadcasting. All of these services are recognized under the Commission's regulations on a commercial basis and were it not for the "freeze" on materials the Commission would be called upon to consider many applications for the construction of new stations. This would require that applications be filed in accordance with engineering standards and allocations which were adopted prior to the war.

Fortunately, we have a limited amount of time to consider and adopt desirable changes and thereby permit industry to offer some worthwhile improvements in almost every branch of communications in the immediate postwar era. Let us not be fooled, however, in believing that the manufacturers will hold up production while the Government and engineering profession are considering such changes. For the present and until materials and manpower become available, the manufacturers will be occupied with other tasks. That is why I say we are fortunate in having a temporary respite to do the necessary planning for the technical future of radio.

Demands for Channels

But you may ask, will there be room enough in the ether for all rival services? Any engineer will be glad to tell you that there is plenty of room in the ether for *his* particular service—and there is. But when you add up all these rival claimants, the picture is not nearly so clear.

It is true, of course, that after the war we will have a much larger usable spectrum than we had before the war. And engineers, by pointing to new frequencies above 300 mc can make a very plausible case for the view that there will hereafter be more than enough frequencies to go around. But that apparent roominess ceases to look so encouraging when we consider the vast number of channels that will be required for half a million airplanes by 1950, a four-ocean Navy, a huge Army communications system, police radio, harbor radio, FM, facsimile, etc. And when you consider also the demands of television, which requires a channel at least 6,000 kilocycles wide, or wide enough for 100 or more standard-width communication channels, the picture becomes more discouraging. In view of these vast new demands, how can we be sure that when all the claims are added up, there will be channels enough to satisfy everybody?

For these reasons, I will not go so far as to say that in the postwar world there will be more than enough frequencies to go around. But I will go so far as to say that, if we do a reasonably good planning job now, there will be room for at least the minimum frequency requirements of all legitimate radio services.

More Channels Needed

Many problems of a technical nature must be solved before we will be in a position to adopt new standards. In television the allocation problem is foremost in our minds because, in addition to interference problems resulting from multiple transmission paths, we know that the present 18 channels and the standards governing this service are inadequate for an efficient nation-wide competitive system of television broadcasting. In my opinion, we should have at least twice this number of channels. The same is true of FM broadcasting in the band from 42 to 50 mc, which is sufficient for only 5 non-commercial educational broadcast channels and 35 commercial channels. Considering the problem of adjacent channel interference and the geographical separation required for co-channel operation, it is not unreasonable to ask for at least twice the number of channels for these services.

In considering these postwar broadcasting services we must also plan the necessary relay channels for network programs. It is my understanding that considerable advancement has been made since Pearl Harbor in developing frequencies above 300 mc for the distribution of such programs; also, the same networks may just as easily carry telegraph and telephone messages and compete with the services now furnished by the wire carriers.

Questions of Policy

We know, for example, that these relay stations will be installed on towers which will be spaced from thirty to fifty miles apart. The transmitter for each channel of communication will be of very low power, perhaps only a fraction of one watt. Interference will be minimized and efficiency increased through the use of directional beams with the result that the same frequency may be utilized in many sections of the country. There is no reason why this nationwide network should not also carry network programs for standard broadcasting, FM, facsimile, and private telegraph and telephone circuits for the press, stockbrokers, and agencies that usually lease private wire facilities.

Who should be granted the privilege of operating this system? Should it be competitive with the telephone and telegraph services which now operate as monopolies in their respective fields? Should there be competitive radio networks, thereby necessitating a forest of towers along the same route? Should the company or companies operating the radio network also be permitted to operate terminal facilities at the subscribers' offices? Should the chain broadcasting companies be permitted to own and operate their own radio networks? These are but a few of the questions which will confront the Commission.

It has been predicted that these radio networks will be extended internationally to carry television and aural programs and message traffic all over the world. Although we may be fairly certain that such networks will not be extended beyond the Western Hemisphere or even to South America for some time to come, the technical considerations should not be overlooked when planning our own domestic services. There is much to be gained by allocating the same frequency bands to television service on an international basis, and also in adopting international standards for both program broadcasting and network relay systems. If these things are not done, it may be impossible to set aside common bands of frequencies for maritime and air navigational aids. Furthermore, if different bands and technical standards are used in different regions of the world, the sale of apparatus and the exchange of international programs will be greatly retarded.

CELEBRATING AT A RECENT party in honor of the CBS Owens-Illinois Glass Co. show, *Broadway Matinee*, are (l to r): William C. Gittinger, CBS v-p in charge of sales; O'Neill Ryan Jr., v-p of J. Walter Thompson Co., Mrs. James Doolittle, wife of the famed Tokyo bomber; Joseph K. Close, Owens-Illinois public relations manager; Clark L. Rodgers, Owens-Illinois eastern sales manager; and Jim Ameche, m. c. Agency handling Owens-Illinois account is J. Walter Thompson Co.

WNAX
carrying on his important work.
Station WNAX has given the mid-
west farmer a carefully checked
and reliable advertising service
at all times. This advertising
service has been of mutual bene-
fit both to seller and to buyer
The station has kept the mid-

from an address by GOV. M. Q. SHARPE, Nov. 11, 1943

"THANKS, GOVERNOR"

No wonder Big Aggie thanks the governor. Such a tribute from a high public official is unique in the annals of radio. Yet equally unique is the record which inspired the tribute, the record of Big Aggie's station, WNAX.

As top CBS farm-station, WNAX for years has been the buying guide of nearly four million people in Minnesota, Iowa, Nebraska, North and South Dakota. With the greater signal-strength made possible by America's tallest radio tower, engineers now estimate that WNAX reaches 25% to 40% more families than ever before . . . families living in a great agricultural region whose tremendous production and income will continue through postwar years.

Yes, to five million folks in five states, WNAX is now "one of the family"—a friend in whose words *and whose advertisers* they believe.

America's
TALLEST
Radio Tower

570
on the dial

WNAX

The Billion Dollar Market

SIOUX CITY · YANKTON

COMBINING forces for the fourth time are WLW Cincinnati and RKO Radio Pictures, who in a one-month campaign are jointly promoting Walt Disney's "Snow White and the Seven Dwarfs" in the Cincinnati area. As a "rededication of the American heritage of youthful ideas as exemplified in the realm of fantasy, art and music", Governors J. W. Bricker of Ohio, H. F. Schricker of Indiana and Simeon Willis of Kentucky have proclaimed the week of Feb. 24-March 2 as "Snow White Week", with the first showing of the movie scheduled for some 60 cities in the WLW area. Highlight of the promotion is two separate contests for youngsters in that area. The first, "Snow White and the Seven Dwarfs Cartoonists Contest", is open to boys and girls of all schools. A one year scholarship in a recognized art school or a special trip to Hollywood will be awarded the contestant submitting the best cartoon. The second contest, "Princess Snow White", will select a girl winner of a song contest who will be crowned "Princess Snow White" at a Coronation Dinner in Cincinnati and awarded a free trip to Hollywood. Four touring units are giving the movie intense promotion, covering schools and other organizations. Composing the various units are Adriana Caseletti, who sang the part of Snow White; Don Graham and Dick Mitchell, Disney artists who are to demonstrate the activities in the cartoon studios; a company of midgets representing the seven dwarfs and Clarence Nash, the "voice" of Donald Duck. WLW in addition is scheduling special broadcasts in behalf of the campaign.

* * *

Westinghouse Exhibit

RADIO EXHIBIT at Gimbel's Department Store, Pittsburgh, was recently presented by KDKA Pittsburgh and the Westinghouse Radio Stations Inc. Featured were the new Westinghouse movie "On the Air" and exhibits portraying the history of radio. Included were replicas of the original KDKA transmitter and other equipment marking radio progress.

TALENT OTHER THAN radio was brought out in the first art exhibit of WTAG Worcester and its affiliated newspapers, the *Worcester Telegram* and *Gazette*. Pictured with their respective contributions are Phil Jasen WTAG news editor, and Eunice Bylund, continuity writer. Exhibit was sponsored by George F. Booth, station owner and publisher, to promote individual initiative among employes.

Merchandising & Promotion

Snow White—Radio Exhibit—WOR Album
KNX Tabloid—Radio Press Book

RESULTS of a questionnaire on the living and listening habits of WQXR's audience are being issued by the New York station in a series of promotion pieces in file folder form. The idea is to stagger the statistical material in order to maintain the strength and relative identity of each set of figures. First folders cover answers on length of listening to WQXR, occupations, income, living standards, program preferences, and newspaper and magazine preferences. Based on a 27.58% return, representing 2,758 answers, the survey reveals 20% increase in audience in the past two years; 45% of audience in $2,500-$5,000 income bracket; 94% satisfied with station's news and 77.8% favoring WQXR commentators.

* * *

WOR Album

CHILDHOOD pictures of station talent appear in an album-type promotion piece prepared for listeners by WOR New York. Covers bear photographic copies of a 19th century tooled leather album. Presentation is titled "Our Own Family Album" and takes the place of "WOR News", a bi-monthly house organ and listeners mailing piece.

KNX Tabloid

FOR DISTRIBUTION among Southern California grocery, drug and general retail stores, KNX Hollywood has started issuing a monthly four page tabloid *KNX Trade Talk*. Edited by Ralph Taylor and Jack O'Mara, sales promotion and merchandising manager respectively, tabloid features news about food and drug accounts currently advertising on that station. Included are pictures detailing successful campaigns and store displays as well as complete list of contests and offers available through KNX programs.

* * *

Be a Boob

RETALIATING to Nazi propaganda that only "boobs" buy war bonds, Bob Lewis, m.c. of WNEW New York, has organized a "Boob" Club, open to all purchasers of War Bonds. Name stands for "Back Our Own Boys."

* * *

Pocket Schedule

POCKET EDITION of the schedules of newscasts and commentaries presented on WBIR Knoxville, Tenn., has been released by the station. Back page has been left blank for notations and changes of schedules.

CBC Publication

MAGAZINE for the staff of the Canadian Broadcasting Corp. was approved at the recent meeting of the CBC board of governors at Ottawa. The magazine, to be issued 11 times per year, will carry articles on broadcasting problems as well as staff news items. Publication will be financed by the CBC, and will have a total circulation of about 1,000 copies. Members now with the armed services will also receive copies. An editorial board is to be established to operate the magazine, and an editor and French associate editor are to be appointed. No date has been set yet for the first issue.

* * *

Radio Press Book

PRESS BOOK patterned after the typical motion picture press book has been released on Fulton Lewis jr., Mutual Washington commentator. Contained are suggested releases, promotion announcements, posters and pictures. Foreword is written by William B. Dolph, personal manager for Fulton Lewis jr. and general manager of WOL Washington, originating station.

* * *

WNAX Movie

TECHNICOLOR movie telling the story of the activities of WNAX Yanktown, S. D., is being presented throughout Iowa, Minnesota, South Dakota and Nebraska by Jack Paige, WNAX promotion manager. The 20 minute feature is being shown three and four times daily before high schools, civic clubs and women's clubs.

* * *

KMBC Folder

PROMOTION FOLDER has been released by KMBC in behalf of its service farm and the *Texas Rangers* library. Also included are pictures and thumbnail sketches of various KMBC personalities. Folder is printed in color and titled "New Horizons".

NAB FILM INSPIRES RETAIL SHOW

St. Paul Department Store Program Termed
—Model Commercial Radio—

GIVEN IMPETUS by the NAB retail promotion film this fall, the *Star Spangled Action* program presented on WMIN by the Emporium Department store of St. Paul is now a recognized success. Advertising authorities say that the program is a model of good commercial radio, as it embraces a war theme, features local personalities, offers a daily award and is designed to promote traffic in the store.

St. Paul offers a unique problem in department store promotion. Its twin city, Minneapolis, has a population of more than half a million, while St. Paul stays around 300,000. In retail business, St. Paul has been playing second fiddle to Minneapolis for many years.

Era of Shortages

Then came Pearl Harbor, and with it the era of gas rationing, manpower difficulties, and merchandise shortages. Shoppers began buying closer to home, instead of crossing the river to Minneapolis. Seizing the opportunity, St. Paul's Emporium reorganized its personnel, remodeled—both building and ideas.

The store had used radio intermittently for a number of years, but radio had no real place in its advertising program. After the changes in the store, however, it became the target for a barrage of radio proposals. It wasn't until a year later that WMIN and its ideas were accepted for a radio campaign, following much research and observation, culminating in the showing of the NAB film—for which Edward Hoffman, WMIN president, was chairman.

The resulting program, written and conducted by Mrs. Irene Brand, is devoted partly to promotion of various war organizations, and highlighted by the "Woman of the Day" award. The unknown women, who do not make the headlines, but who have given an "unselfish contribution to the war effort", are selected for daily recognition by a committee. Each woman is given a parchment citation, and her photograph is hung in the auditorium's "hall of fame". WMIN broadcasts the program Monday through Saturday, 11:30-11:45 a.m.

Star Spangled Action has made radio an established advertising medium for the store. Following suit, the other large retailers in the city have or are negotiating for air time. But, reflecting the NAB warning, store executives have learned that, to be effective, "radio sales proposals must conform themselves to the client — not vice-versa." With the correct approach, radio may assume a leading role in the rebirth of St. Paul.

GE VIDEO PLANS PUPPET PROGRAM

AN EXPERIMENTAL television show featuring a new type of puppet will be presented Feb. 11 on WRGB Schenectady, General Electric Co., station, and repeated Feb. 16 on W2XWV New York, the Allen B. Du Mont Labs., station. Program is a project of Compton Adv., New York, and may be the forerunner of a regular series for the agency's clients.

Duz, a product of Procter & Gamble Co., Cincinnati, will be highlighted, the commercial blended with the entertainment. A puppet show has been chosen in the belief that the dolls can do foolish and amusing things which human actors cannot do successfully. Guest artists will also participate.

A new type of wooden puppet, created for television by Rem Buffano, famous puppeteer, will make its appearance. Alexander King, playright, has written the script. Program is under the direction of James Manilla, formerly with GE.

THE American Council of Christian Churches will present a series of weekly quarter-hour religious programs, *Bible Message*, on the Blue network, starting Feb. 11.

(Farnsworth television in England 10 years ago!)

LONDON'S famed Crystal Palace was the scene, in 1934,* of the first foreign demonstration of the Farnsworth electronic system of television.

In the years since, electronic television has been brought to an advanced state of technical excellence. It is assured a place as a huge post-war industry . . . opening attractive opportunities for owners and operators of telecasting studios.

For individuals with experience and interest in radio, television's appeal is clear, because the two are destined to ride together — sight and sound.

Right now, although our production is 100% military, Farnsworth is preparing the huge television market. Our advertising is directed to tomorrow's audience and sponsors, explaining the wonders of television, *making the people want television*. For, after Victory is won, home television will come — close on the heels of television equipment for countless commercial, industrial and institutional jobs.

Farnsworth research, for 18 years, has pioneered the technical developments of this new art. After the war, which temporarily has halted television's public growth, our unusual experience and facilities will be ready to serve you.

**Another of a series of Farnsworth advertisements depicting milestones in the history of television.*

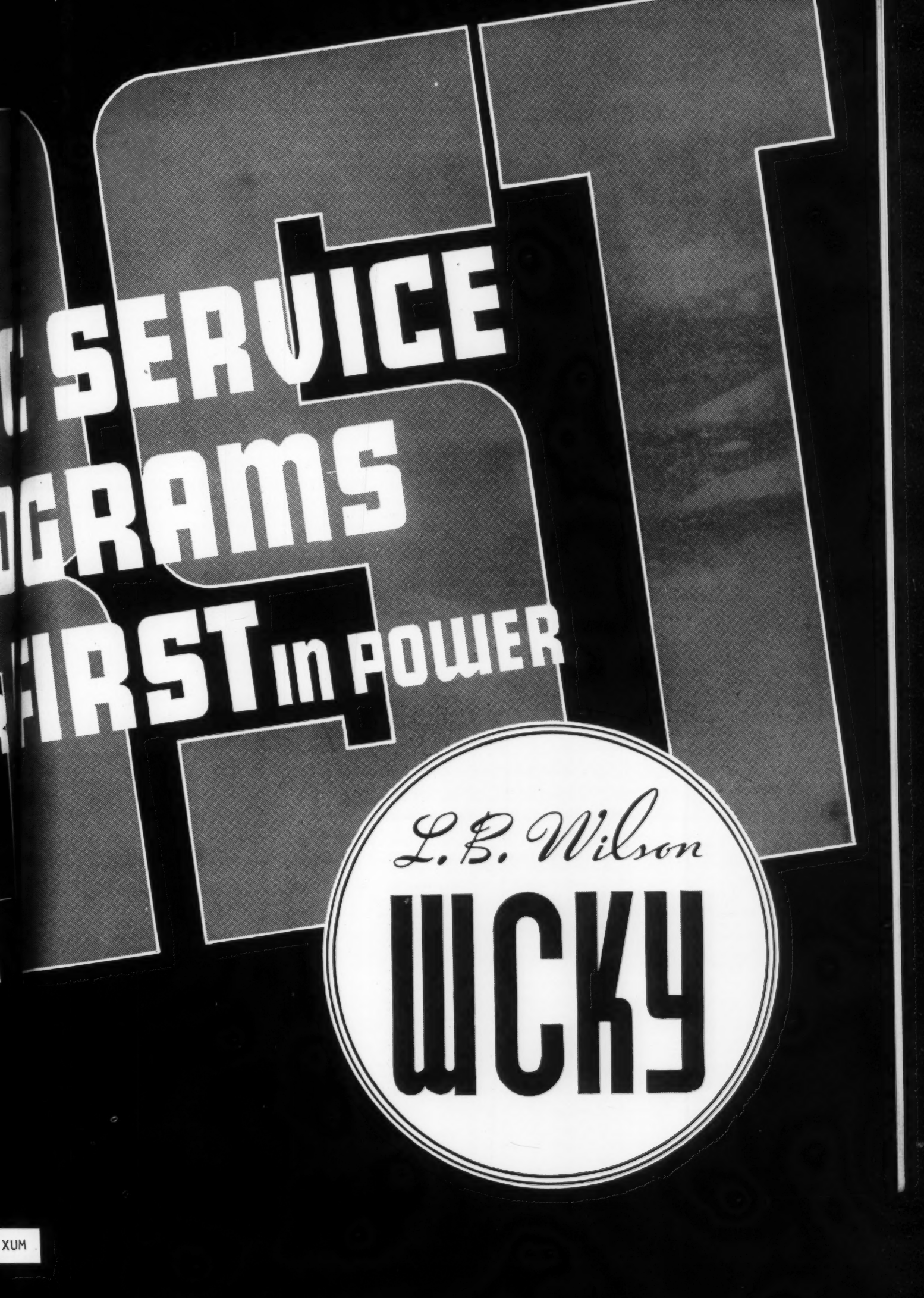
LOOK FOR the Farnsworth Television advertising in: November 27 *Collier's*, and November 15 and December 13 *Newsweek*.

FARNSWORTH TELEVISION

ARMY E NAVY

• Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.

XUM


SERVICE
GRAMS
IRST in POWER
L. B. Wilson
WCKY

Editorial

Spree of '43

ADVERTISING business was good last year. It was up about 15% for all media. Radio enjoyed a boost in volume of 21.8% in net time sales, for a new record of $233,900,000.

These 1943 figures cannot be accepted as normal. The demand for both time and space was unprecedented. Magazines, despite paper rationing, were up some 27% while newspapers gained about 13%. In 1942 overall advertising volume decreased 5% while radio increased 6%.

In 1942 all media shifted from a peacetime economy to war operation. The whole advertising theme underwent a transition, along with conversion of industry for war. The accent wasn't on sale of goods, but on selling Democracy and hastening victory.

Now another transition is underway. Reconversion to peacetime pursuits, perhaps prematurely, is the talk. When the European phase of the war ends (and that's hoped for this year) industry is anticipating unfreezing of many materials and return to production of goods wanted by the public. There should be an unprecedented advertising boom.

An analysis of 1943 advertising reveals that most of the increase can be attributed to institutional copy tied into the war effort, but designed to maintain brand-name identity for the era when goods will be plentiful. The water will be wrung out of the advertising dollar—the measured return will count.

Radio, no less than other media, benefited from the windfall created by the war. This has made possible donation of hundreds of millions in time and space by the media in furthering the war effort on the home front—promoting War Bond drives, salvage campaigns, rationing, employment and in maintaining morale. The campaign was well-conceived and cooperation between industry and Government, despite occasional intrusions, evolved the kind of teamwork that has produced results. Government now should know the value of advertising, properly geared and professionally directed.

Broadcasters should not be lulled into the belief that it will be easy going from now on. The analysis of radio advertising for 1943 compiled for the 1944 Yearbook Number of BROADCASTING, and reported in this issue, shows that radio's experience paralleled that of other major media in most particulars.

After the war, competition will reach a level never before attained. Radio will have to cope not only with other media, but also with new radio services such as television and FM—not overnight, but in a relatively short span of years. Newspapers and magazines will undergo far-reaching improvements, too.

Despite increased volume, profits after taxes generally were lower in 1943 as compared with preceding years. Farsighted broadcasters have planned reserves for replacement of plant and equipment and for the new radio services ahead. They have also maintained their selling and servicing efforts against the day when accounts must be sold the hard way.

Ostrich Press

NEWSPAPERS, all other things equal, are free to enter radio by virtue of the action of the FCC dropping its newspaper-divorcement project. That presupposes, of course, that there will be no shenanigans. That's as it should be—a result we have advocated in these columns since the newspaper control issue first arose.

Now another issue involving newspapers arises—one that has no bearing on Government policy or decree. A survey recently completed by the American Newspaper Publishers Assn. reveals that 271 newspapers publish radio program listings only as paid advertising. Of that number 111 don't carry listings because broadcasters haven't paid. Of 563 newspapers which do publish listings without charge, only 186 carry logs of all stations in their respective communities, while 326 publish partial listings. There are 128 which never have carried radio logs and 106 which did once, but don't now.

What is the function of a newspaper? Having been reared in the craft and steeped in its tradition, we thought that in addition to news coverage and editorial comment, features were designed to meet subscriber demand. That's why baseball, football, boxing, horse-racing, amusements and other commercial enterprises are given special departments and specialized coverage. It's a matter of service to readers.

Are radio program logs in demand? Surveys, published and unpublished alike, show that radio program listings rank among the top features—the first in many instances. To say that radio is competitive isn't the answer. Radio refers its listeners to the newspapers for detailed news accounts.

Radio can (and does) survive without newspaper listings, although admittedly they are desirable. In the facsimile era to come, radio will print its own programs electronically; lay them neatly in a receptacle attached to the receiver. Moreover, listeners do considerable program "shopping" at the station break, and most listeners know their program schedules every hour of the day anyway.

Radio *makes* news these days. Practically every big story of the war has been broken by radio. The new *State Department Speaks* program on NBC warranted publication of the full text in the *New York Times*, the nation's top newspaper.

So it is an ostrich-like policy for newspapers not to publish radio logs as news. Baseball and other sports coverage require special staffs on metropolitan papers, and rate special editions. Papers that list news programs as "studio", and sponsored features as "music" or "comedy", likewise are doing a disservice to their readers. It is like running an account of a baseball game without mentioning the players, or a motion picture preview without naming the stars.

The press as a whole has done an outstanding job of public service. War service has been particularly notable. There are exceptions, of course.

Radio, too, is in war service. Its function is to entertain, enlighten and inform. The newspaper function is similar. One is a printed medium, the other aural. Their services are complementary. Certainly no newspaper can profess to provide a well rounded service if it doesn't give to its readers what an admittedly overwhelming majority want.

Our Respects To -

ROBERT JOHN SCOTT

MESSAGES of one sort or another always have been of prime interest to Jack Scott, the placid partner in the advertising firm of Schwimmer & Scott, Chicago. At 15 Jack was a skilled telegrapher, winning prizes in speed competitions. Thereafter he informed the public as a newspaper legman, an Associated Press correspondent and as a space salesman and classified advertising man.

And still Jack Scott knew he was destined to do the job in a bigger and better way. That was to come.

Jack, listed professionally as R. J. Scott, was born in Sylamore, Ark., March 5, 1903. He interspersed his early business training with formal education in Newport, Ark., High school, and courses at Arkansas and Georgia Tech universities. When Jack was 16 his telegraphic speed won him the attention of the AP, which hired him, first as an operator, then as a correspondent. Jack, however, recalls the next five years with the AP in Little Rock, Eldorado and Fort Smith, as a term of filing routine news.

His next venture, as a reporter on the Eldorado News, was short-lived. Advertising was in his blood. He made a connection with the Thomas W. Briggs Specialty Sales Co. and learned space selling from town to town in the South. After that Scott joined the Hearst chain as a space salesman, working in Washington, Syracuse, Rochester and Chicago.

In 1932 he became classified manager of the *Chicago Daily News*, where one of his best customers was one Walt Schwimmer. Sensing a winning combination in their complementary personalities, Walt as the creative sparkplug and Jack as the conservative element, they began a partnership that within 18 months was billing some $20,000 in classified advertising monthly. Their first day of business coincided with one of the darkest days in the last decade, Bank Moratorium Day, March 4, 1933. But even that failed to dampen their inherent ebullience. Nor did the notices they received one morning at their offices at 75 E. Wacker Drive, announcing that "henceforth classified is no longer considered commissionable," stymie them for long.

With the resourcefulness for which they are respected in the industry they suddenly became "radio experts", overnight creating the Schwimmer & Scott policy "that a market must be penetrated until the subconscious of the

(*Continued on page 36*)

Building Good Will for Broadcasters

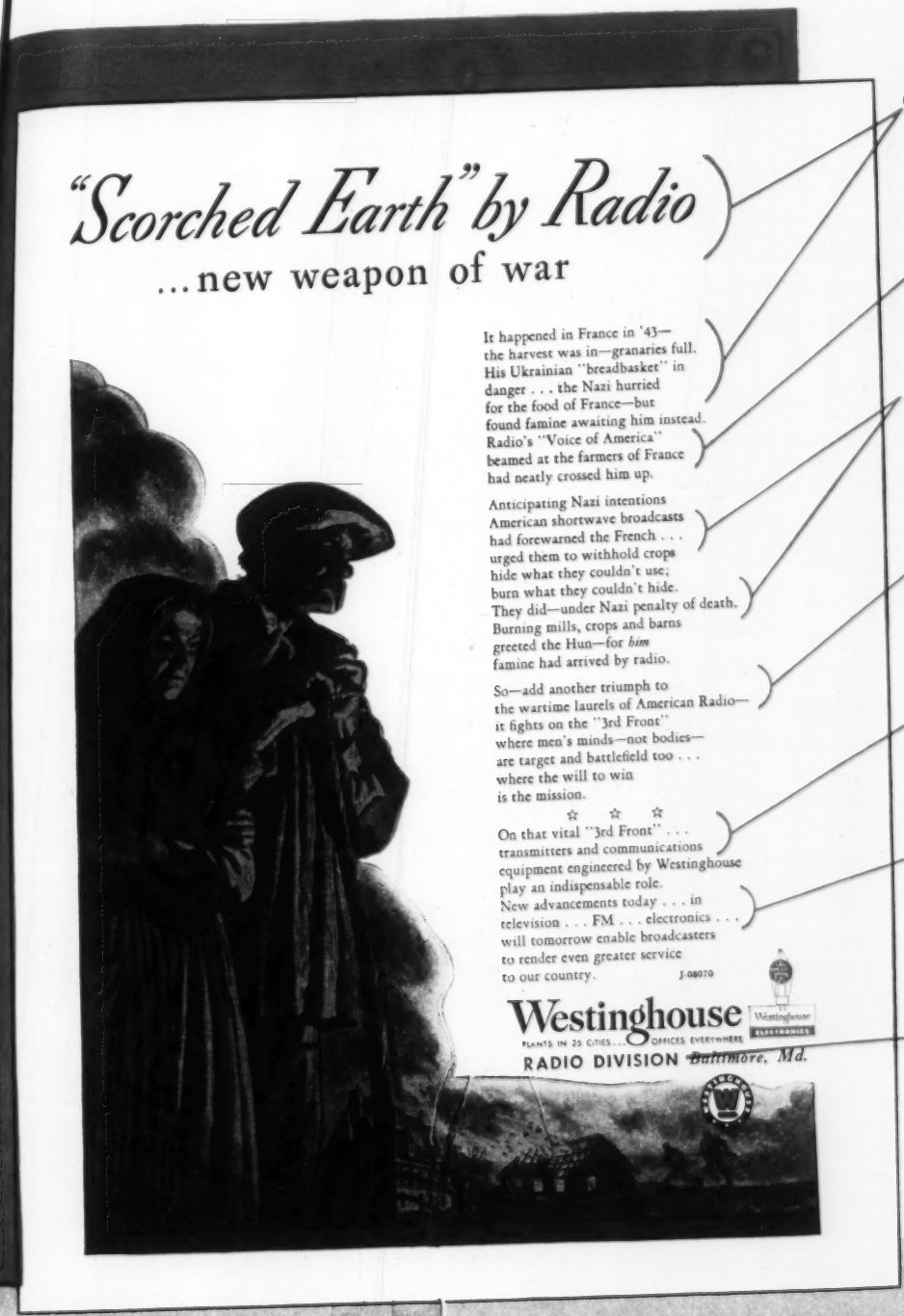
Westinghouse believes that wider public recognition of broadcasters' splendid wartime job will bring long-time benefits to the entire radio broadcasting industry.

Advertisements like that shown below—sponsored by Westinghouse in opinion-forming magazines like Fortune, Time, Newsweek, Nation's Business—are building good will for broadcasters . . . by bringing radio's wartime job into sharp focus for the first time.

They tell how radio is serving on the global "3rd front"—where men's minds are targets . . . their thinking and morale the objective.

Our own wartime assignment is the production of electronic and communications equipment in huge quantities for fighting fronts. But, come peacetime again, we'll turn our war-won experience to serving American radio broadcasters better than ever . . . with high quality AM and FM transmitters.

J-08073


"Scorched Earth" by Radio
...new weapon of war
It happened in France in '43—
the harvest was in—granaries full.
His Ukrainian "breadbasket" in
danger . . . the Nazi hurried
for the food of France—but
found famine awaiting him instead.
Radio's "Voice of America"
beamed at the farmers of France
had neatly crossed him up.
Anticipating Nazi intentions
American shortwave broadcasts
had forewarned the French . . .
urged them to withhold crops
hide what they couldn't use;
burn what they couldn't hide.
They did—under Nazi penalty of death.
Burning mills, crops and barns
greeted the Hun—for him
famine had arrived by radio.
So—add another triumph to
the wartime laurels of American Radio—
it fights on the "3rd Front"
where men's minds—not bodies—
are target and battlefield too . . .
where the will to win
is the mission.
☆ ☆ ☆
On that vital "3rd Front" . . .
transmitters and communications
equipment engineered by Westinghouse
play an indispensable role.
New advancements today . . . in
television . . . FM . . . electronics . . .
will tomorrow enable broadcasters
to render even greater service
to our country.
J-08070
Westinghouse
PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE
RADIO DIVISION Baltimore, Md.

One of the war's biggest stories!

O.W.I. really did a job

Radio delivered an idea... and got results fast!

Builds good will for broadcasters

We're producing 100% for war

Count on Westinghouse for new developments ... postwar

Westinghouse radio engineers are ready to help you formulate your postwar plans ... now

Reprints of the advertisement (at left) are available for use on station bulletin boards, and for mailing to sponsors. Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pennsylvania, Dept. 7-N.

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

RADIO DIVISION Baltimore, Maryland

AM • FM • ELECTRONICS

BLUE NETWORK
SHOWS
+
NEWS
+
GOOD LOCAL
SHOWS
=
AUDIENCE

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Our Respects to

(*Continued from page 34*)

buyer is affected with the product". It especially was Jack Scott's theory that effective use of radio advertising called for an "identifiable" voice dramatizing commercials in station breaks. In the initial tryout, the whining "Mommee, I want a Salerno Butter Cookie" was used, with such success that it evolved the "showmanized" technique which eventually found the man on the street absentmindedly beseeching his mother for a certain brand of butter cookie, and his wife reminding a mythical Mortimer not to forget a specific coffee.

Among the first programs S. & S. had was that on WMAQ Chicago, starring the team now known to millions as *Fibber McGee & Molly*, announced by a man named Bill Hay. The program was sponsored by Klee Brothers, Chicago clothing merchants.

Meanwhile, although their advertising plans daily were producing better results, they still were in the state of development when showmanized advertising emerged from the theoretical stage into a practical and powerful expression of the S. & S. policy. Today, with figures before him to prove his contention, Jack Scott says that "inadequate use of advertising, and of the radio medium in particular, is little better than no advertising at all. To obtain the full benefit the client must insist that his market is saturated to the point where his message reaches beyond the ordinary spheres of mental perception,—in other words, to the point of penetration."

Among the national and regional accounts handled by S. & S. are Congress Cigar Co., New York (La Palina); Schutter Candy Co., Chicago (Bit of Honey and Old Nick candy bars); Rudolph Wurlitzer Co., Chicago (pianos); Peter Fox Brewing Co., Chicago (Fox DeLuxe Beer); Walgreen Co., Chicago (drugs); Salerno-Megowen Biscuit Co., Chicago (cookies and crackers); Thos. J. Webb Co., Chicago (coffee); Esquire Publications, Chicago (*Coronet*); Pearsall Butter Co., Elgin, Ill. (Elgin Oleomargarine).

According to independent surveys the Salerno account in 1937 jumped from eighth place in the Chicago area in the packaged cookies group to the leading place it still holds, within three years. The Thos. J. Webb account, through the same treatment, sold 500% more coffee within its first year on the air, while Fox DeLuxe, also utilizing the penetration technique, jumped from sales of 125,000 barrels in 1936 to an annual sale well over 600,000 barrels today.

With such success stories as these to back him up, there is little wonder that Jack Scott considers advertising his hobby. At any rate he is interested enough in his work to arrive at the office around six every morning and stay at his desk until the last dog is hung in the twilight.

Fishing and golf claim some part of Jack's time. A member of the North Shore Country Club, where he plays frequently if indifferently, Jack claims his only handicap is "golf".

His war activities include chairmanship of the Chicago group of the Radio Advisory Committee of the OWI; past chairmanship of the Central Council of the AAAA, and former Radio Chief of the War Savings Staff of Chicago and Illinois branches.

As a native Arkansan, Jack's recollections include those gathered during the time his family lived in Van Buren, where on more than one occasion he was part of the audience in the local drug store that listened to a fellow named Bob Burns entertain the townsfolk with selections on his bazooka. But more important of that era was his meeting his wife, the former Grace Drennen, whom he married 19 years ago in Arkansas. Today, with their eight-year-old son Richard, the Scotts live in Evanston, Ill.

Personal NOTES

EDWIN T. JAMESON, who recently received an honorable discharge from the Army, has joined the sales staff of WABC New York. Before entering the Army he was in the circulation and advertising departments of the *New York Post*. He replaces Jerome Harrison, who resigned from WABC to enter the Navy as a lieutenant.

ARCHIBALD M. CROSSLEY, president of Crossley Inc., New York, will speak Feb. 17 on "What's Missing from Radio Research" before the Radio-in-Wartime Luncheon of the American Marketing Assn. under the chairmanship of George H. Allen at the Hotel Sheraton, New York. E. W. Butler, manager of the commercial research laboratories of RCA, Chicago, will talk on "Consumer Research in Radio, FM, and Television."

B. M. MIDDLETON, formerly of CBS New York sales office, and now with Army Special Services Division, has been assigned to Army Radio Forces, Los Angeles.

ROBERT WHITE, salesman of WOR New York has joined the Chicago office of the station.

VERNE W. FORKEL was recently appointed sales manager of Midwestern division, Hooper-Holmes Bureau, Inc., Chicago.

PVT. FRED M. SHEPHERD, former time salesman of WNOX Knoxville, Tenn., now stationed at Camp Wheeler, Hattiesburg, Miss., has been honored as Knoxville's "Outstanding Young Man of 1943" by a joint meeting of all Knoxville civic clubs.

SIDNEY STROTZ, NBC western division vice-president, and John Elwood, station manager of KPO San Francisco, are in New York.

WAR BOND WARRIORS. "It's a happy job, boosting War Bonds" is the joint sentiment of Arthur B. Church (left), president of KMBC Kansas City, and C. W. (Chuck) Myers, president of KOIN Portland. Because of KMBC's outstanding wartime efforts, particularly in the promotion of War Bonds, Mr. Church was honored with membership in the KOIN Million Dollar Club, the 103 members of which are individually credited with a million-or-over in War Bond sales.

D. W. MAY, eastern regional manager of the GE electronics department has resigned to form his own sales firm.

JIM KEENAN has joined the WBBM Chicago sales department.

CLAY COE, salesman for WSGN Birmingham, has entered the Merchant Marine and is replaced by Warren Wilson.

HAROLD CASSILL, manager of WGNY Newburgh, N. Y., and Mrs. Cassill, women's director for the station, are the parents of a girl.

ARCH L. MADISON, manager of KOVO Provo, U., has been appointed chairman of the Merchants' Retail committee of the Provo Chamber of Commerce.

JOHNNY BETTS, WGN Chicago "Singing Salesman", is the father of a boy.

SGT. G. WILLIAM ANDERSON Jr., former CBS network sales promotion writer in New York and previously with the network's Los Angeles station, KNX, left Washington February 4th for Miami Beach, Florida to attend the Army Air Forces Officer Candidate School. He is with the Statistical Control Division of the AAF and will complete his training at Harvard Business School in the AAF Statistical School.

EDWARD K. WHEELER, Washington radio attorney, has been commissioned an ensign in the Navy and at present is stationed at Harvard U.

No. 1 Station in
a No. 1 Market
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS • National Representatives

A Faucet . . . and the Denver Market

A faucet? The Denver Market? . . . What have they got to do with each other? Simply this . . .

The American people know that a faucet is essential . . . or back we might go to the backyard pump.

And American businessmen know that advertising in the *right market is essential*—particularly today . . . or back they might go to celluloid collars and moustache cups.

Denver is one of these *right markets* . . . and KOA, Denver, is the *essential* station ...in that market. There, retail sales are 22% above the national average; 94% of the people own radios; and cash income is at the highest level in years. Because there is no other 50,000-watt station within 350 miles of Denver in any direction, KOA's influence extends far beyond the city.

KOA . . . DENVER
One of Eleven Essential Stations in Eleven Essential Markets
Represented by NBC Spot Sales

KOA is one of eleven essential stations in eleven essential markets. Here's why all eleven are *essential* to you:

1. They broadcast to 55% of the radio homes in the U. S.
2. They are in markets whose buying power is 34.2% higher than the country's average.

Essential? Yes, indeed. These eleven stations are as essential to American business for its sales—both now and in the post-war period—as a faucet is to the thirst of America.

KOA—DENVER

WEAF—New York	WGY—Schenectady
KYW—Philadelphia	WBZ-A—Boston-Springfield
WRC—Washington	WTAM—Cleveland
WMAQ—Chicago	WOWO-WGL—Fort Wayne
KPO—San Francisco	KDKA—Pittsburgh

NBC SPOT SALES
A SERVICE OF RADIO CORPORATION OF AMERICA

BEHIND the MIKE

GEORGE MICHAEL, formerly with WORL Boston, has joined the staff of WCOP Boston as program director. He has just returned from service with the Merchant Marine.

LOUISE HINCHLIFFE has joined the publicity department of WEEI Boston.

STAN ROBERTS, recently discharged from the Army and previously announcer of WLOG Logan, W. Va., has joined WSRR Stamford as announcer and music director. Ernest Hartmann, previously announcer with WTNJ Trenton, N. J., and WNYC New York, has joined the WSRR announcing staff.

JANE TIFFANY WAGNER, of NBC's public service department, will serve as chairman of the network's women's activities division Feb. 1 - June 1. Margaret Cuthbert, director of women's and children's programs, has been chairman for the past four months.

DICK KEPLINGER, winner of the 1943 H. P. Davis Award, was sworn into the Army as a private on the Jan. 26 edition of his *Homekeepers' Edition of the News*, broadcast on KOMO-KJR Seattle.

EARL SHUMARD, formerly with the copy departments of the S. C. Baer Co., Cincinnati agency, and the Dayton office of Geyer, Cornell & Newell, is now assistant to Robert Savage, editor of the WLW Cincinnati merchandising magazine *Buy-Way*.

JIM McKINNEY, formerly of WLVA Lynchburg, Va., has joined the announcing staff of WRVA Richmond, Va.

LORNE GREENE, former chief announcer of Canadian Broadcasting Corp., Toronto, has been honorably discharged from the Canadian Army, and is now being heard on commercial broadcasts and in films for the government's National Film Board, Ottawa.

TERENCE O'DELL, chief announcer of the Canadian Broadcasting Corp., Toronto, has joined the Royal Canadian Air Force.

WARREN ROBINSON, former announcer of CFCH North Bay and CKGB Timmins, has joined the Canadian Army, Royal Canadian Corps of Signals, and is training at Barriefield, Ont.

GRANT HOLCOMB, KQW San Francisco newscaster, has been appointed head of that station's news bureau.

FRED CARR, who started off with WABC New York as a writer in May 1943, has been named a senior writer-producer for the station.

ROGER PATRICK and John Stebbins are new additions to the announcing staff of WGN Chicago. Patrick was formerly with WCBS Springfield, Ill., and Stebbins had been associated with WXYZ Detroit, WDAY Fargo, N. D., and KOB Albuquerque, N. M.

BOB CUNNINGHAM, supervisor of announcers, WBBM Chicago, has received his commission as a lieutenant (j.g.) in the USNR, and reports for duty Feb. 27.

ROY ENGLE, on the announcing staff of WGN Chicago for a year, and previously, with WDAF and WHB Kansas City for five years, recently joined the WBBM Chicago announcing staff.

REVERSING THE ORDER of quiz programs, a team of experts from WHO Des Moines competed with one from WOW Omaha on the *Nebraska-Iowa Quiz*, sponsored by Noxzema Chemical Co., while audiences sat back and listened. Results: WOW 170; WHO 150 which proves, writes Bill Wiseman, WOW promotion manager, that "WOW is 6.25 percent smarter than WHO." Stations exchanged m.c's. to "keep it straight." WOW winners (top) are (l to r): Thomas Holtz, announcer; Barbara Bates, writer; Jack Kerrigan of WHO, guest m.c.; Louise Siedl, harpist; Ray Clark, newscaster. WHO losers, (bottom), same order: Barry Lake, announcer; Lucia Thorne, vocalist; Lyle DeMoss of WOW, guest m.c.; Ruth Barton, news writer; Jack Shelly, WHO news chief.

DORTHEA COX has been appointed first talks producer for the Canadian Broadcasting Corp. Maritime region with headquarters at Halifax. Miss Cox joined the CBC staff in September to study production methods at the Toronto studios, and in her new post will develop new speaking talent in the Atlantic coast provinces of Canada for use on regional and network programs.

JORGE PELAEZ, formerly artistic director of Radio El Condor, La Paz, Bolivia, has joined the Latin-American section of NBC's international division as a writer-announcer.

VANCE GRAHAM, NBC Hollywood producer, has joined KMPC Beverly Hills, as announcer.

EARL TOWNER, musical director of *Melodies America Loves* on KNX Hollywood, is father of a boy.

PAUL SNYDER, formerly on the announcing staff of WGN Chicago, has been appointed program director of WHIP Chicago, which plans to begin operations Feb. 22.

EDDIE LEWIN, honorably discharged from the Army, has joined KVEC San Luis Obispo, Cal., as announcer.

ROBERT E. GROSS, former announcer of WMRN Marion, O., has joined KYW Philadelphia, succeeding Marion Basel, resigned.

JOSEPH McCAULEY, announcer of WIP Philadelphia, and Rosaline Sinnott, are to be married Feb. 14.

TOM McMAHON, sports editor and announcer of WAGE Syracuse, N. Y., is the father of a boy.

DAN HYLAND Jr., formerly of WHAI Greenfield, Mass., has joined the staff of WMFF Plattsburg, New York.

WILLIAM B. McGRATH, former production manager of WNEW New York, has been named sales promotion manager, succeeding Jerome Sill, resigned.

Women's Campaign

ASSN. OF WOMEN Directors of the NAB at a conference at the Hotel Roosevelt, New York, Feb. 19, will inaugurate an "American Home Campaign" to be carried out by women broadcasters and 18 national organizations. Purpose of the drive is to utilize the programs of the 640 women directors for conveying messages about home problems, child care, etc. Cooperating organizations are the National Congress of Parents & Teachers, the National Music Council and the National Council of Church Women. *Parents* magazine will sponsor a contest in conjunction with the campaign.

In Charleston, W. Va.— WCHS has more listeners than all other stations combined. Ask Crossley, he knows!

WCHS
Charleston, W. Va.
5000 on 580 • CBS

KEEP UP WITH THE SHIFTING MARKETS WITH RADIO

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

RICH, GROWING TEXAS

Leads The Nation with 5 of the

16 "A1" MARKETS

-and 2 of them are thoroughly covered by

KTSA!

KTSA DELIVERS A STRONG SALES PUNCH into one of America's richest, most productive market areas. For in KTSA's 64 county primary area—are two of Texas' five markets classed by Dr. Philip M. Hauser of the U. S. Census Bureau as "A1"—San Antonio and Corpus Christi.

Growing amazingly during these war times, these two metropolitan areas are among the 16 U. S. markets which Dr. Hauser declares show the best prospects for retaining their war time growth. To get in tune with this rich, productive market area—use KTSA, San Antonio!

KTSA 550KC

SAN ANTONIO

CBS

For SOUTH TEXAS and LONE STAR CHAIN

MEMBER:
The Taylor - Howe - Snowden Group

CENTRAL SALES OFFICE
805 PETROLEUM BUILDING
DALLAS, TEXAS

KEN L. SIBSON
GENERAL SALES MANAGER

REPRESENTED NATIONALLY BY
JOHN BLAIR AND COMPANY

CARL KENT, announcer of KHJ Hollywood, has resigned to accept a film contract with RKO Radio Pictures.

BILL HERBERT, special events department of the CBC Vancouver, has been assigned war correspondent to the North Pacific area, with headquarters at Prince Rupert, B. C.

NANCY HOPE HAMBURY, formerly with CBR Vancouver, has joined CBL Toronto, as network announcer.

TED LE VEQUE has joined CBR Vancouver as special effects director.

JOHN KANNAWIN, director of the Overseas Unit of CBC is returning to Great Britain after a trans-Canada tour.

STANLEY MAXTED, former CBC producer, now with BBC London, has been appointed a war correspondent.

ISABEL PLACEK is the new program director of KWBW Hutchinson, Kan. Kay Bigler is the new music director.

EVELYN HART, script writer of WFIN Findlay, Ohio, has joined the script department of WABC New York.

Fighters' Rosaries

6,000 ROSARIES are en route to South Pacific fighters because of a letter sent to Paul B. Saltimieras, director of the *Lithuanian Victory Hour*, WGES Chicago, by former musical director of the program, Pvt. Stanley Rakauskas, now a chaplain's assistant, who requested the beads for Catholic boys who "all seem to have lost their rosaries in combat." The request was fulfilled by WGES listeners after six, brief, nightly references to the letter. Army and Navy supported the drive and arranged for their own chaplains to bless the rosaries received.

RITA HACKETT, WSAI Cincinnati fashion commentator, has returned to the air following birth of a girl. She is the wife of James Cassidy, WLW-WSAI director of special events.

FRED GARRIGUS, director of war programs and special broadcasts for WEEI Boston, for the next three months will act as radio planning and production consultant for the 1944 Red Cross War Fund radio bureau in Boston.

MARY COLLETT BLACK, formerly a member of the traffic department of WSGN Birmingham, Ala., is now in the continuity department.

EUGENE STINSON, acting director of WABC-FM, CBS FM station in New York, has taken on additional duties as music director of WABC New York.

CHARLES LEVINE, formerly on the editorial staff of various newspapers and magazines, has joined CBS Hollywood press information department.

MARJORIE WILTEN has replaced Katharine Darst as news commentator on KMOX St. Louis. Lewis Shumate, with KMOX since 1932, has been appointed production manager of the station.

MAX HENDERSON, formerly of WMIN Minneapolis, has joined the announcing staff of KSO-KRNT Des Moines.

PITCH FOR EX-SERVICEMEN seeking jobs, as feature of the weekly Blue *Heidt Time for Hires*, was discussed by this agency-talent-network group after initial broadcast on Jan. 25. Sponsored by Charles E. Hires Co. (root beer), series stars Horace Heidt and each week presents two ex-servicemen for whom sponsor attempts to locate jobs. Checking job offers (l to r, front row) are Lou Foulton, writer of the program; Robert C. Coleson, West Coast radio manager of N. W. Ayer & Son, agency servicing account; Horace Heidt; Back row, Max Wylie, agency New York radio production manager; Jack Rourke, agency producer; Terry O'Sullivan, announcer; Leo Tyson, Blue western division program director.

'Look' Experiments

ALBERT R. PERKINS, former script director, and manager of the program writing staff of CBS, joins *Look* magazine Feb. 21 as film and radio director to supervise radio and television research, and to handle motion-picture releases. The appointment is in line with a plan to do experimental work in radio, television and motion pictures, according to Harlan Logan, editor and general manager.

Freeland Honored

WESTINGHOUSE Electric and Manufacturing Co. has chosen Frederick Freeland, WOWO-WGL, WOWO-FM production manager, as recipient of two patent awards for inventions made in the field of television. Public announcement of the systems will be made later.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

KTHS	Hot Springs, Ark.
KWKH	Shreveport, La.
KTBS	Shreveport, La.
WCPO	Cincinnati, Ohio
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KTBC	Austin, Texas
KRIC	Beaumont, Texas
KRIS	Corpus Christi, Texas
KRLD	Dallas, Texas
KXYZ	Houston, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

Detrola goes forward under New Direction

There's new activity at Detrola Radio. Under the direction of Mr. C. Russell Feldmann—a radio-electronic pioneer who led the way in the development of the automobile radio—the Detrola plant and personnel have been completely reorganized. Large sums of money have been spent—for the installation of the most modern research, development and production facilities. Many new workers, including some of the best minds in radio engineering, now proudly wear the Detrola badge. All this plant and personnel are now engaged in supplying the armed forces with an ever increasing flow of precision-built equipment. That's our job today. All of it will be available for the production of ultra-modern, ultra-quality peacetime radio and other devices. That's our aim for tomorrow.

dr

DETROLA RADIO

DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATFIELD, DETROIT 9, MICH.

C. RUSSELL FELDMANN • PRESIDENT

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO Des Moines

DePree Chemical Co., Holland, Mich. (Wheatamin tablets), *sp* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Johnson & Johnson Co., New Brunswick, N. J. (baby powder), 6 *ta*, 13 weeks, thru Young & Rubicam, N. Y.
Iowa Hereford Assn., Washington, Ia. (livestock sale), 6 *sa* weekly, direct.
Wm. H. Wise & Co., N. Y. (auto repair manual, Popular Mathematics), 6 *t*, thru Huber Hoge & Sons, N. Y.
Vick Chemical Co., N. Y. (all products), 2 *sa*, 13 weeks, thru Morse International, N. Y.
American Chicle Co., Long Island City, N. Y. (Adams Clove Gum), 7 *ta* weekly, 52 weeks, thru Badger & Browning, Boston.
Pillsbury Flour Mills, Minneapolis (Golden Bake Mix), 3 *ne*, thru McCann-Erickson, Minneapolis.

KDKA Pittsburgh

Penn Tobacco Co., Wilkes-Barre (Kentucky Club Tobacco and Julep Cigarettes) 3 *sa* weekly, 13 weeks, thru H. M. Kiesewetter, N. Y.
Mennen Co., Newark (shave products) 3 *sa* weeks, thru Russel M. Seeds Co., Chicago.
Duquesne Brewing Co., Pittsburgh, 2 *sp* weekly, 52 weeks, thru Walker & Downing, Pittsburgh.
Pillsbury Flour Mills, Minneapolis (Golden Bake Mix), *sa* weekly, 13 weeks, thru McCann-Erickson, N. Y.
Pure Foods Co., Mamaroneck, N. Y. (Herb Ox), *sa* weekly, 13 weeks, thru J. M. Mathes, N. Y.
Sterling Oil Co., Emlenton, Pa. (oil & gas), 6 *sa* weekly, 26 weeks, thru Walker & Downing, Pittsburgh.
Vick Chemical Co., New York (cough drops), 2 *sa* weekly, 13 weeks, thru Morse International, N. Y.

WENR Chicago

Goldenrod Ice Cream Co., Chicago, *sa* weekly, 52 weeks, thru Goodkind, Joice & Morgan, Chicago.
Republic Pictures N. Y. (Fighting Seabees movie), 10 *sa* weekly, thru Donahue & Coe, N. Y.

WCAE Pittsburgh

American Chicle Co., N. Y. (gum), 36 *ta* weekly, 13 weeks, thru Badger-Browning-Hershey, N. Y.
Blue Moon Foods, Thorpe, Wis. (cheese), 5 *ta* weekly, 13 weeks, thru Reinecke-Ellis-Youngreen & Finn, Chicago.
C. A. Briggs Co., Cambridge, Mass. (HB cough drops), 5 *sa* weekly, thru Horton-Noyes Co., Providence.
Carter Products, New York (Arrid), 3 *ta* weekly, 52 weeks, thru Small & Seiffer, N. Y.
Curtis Publishing Co., Philadelphia (Saturdaypost), 13 *sa* weekly, 52 weeks, thru MacFarland, Aveyard & Co., Chicago.
Chattanooga Medicine Co., Chattanooga (Black Draught), 10 *ta* weekly, 39 weeks, thru Nelson Chesman, Chattanooga.
Clearfield Taxidermy Co. Pittsburgh, 8 *sa* weekly, thru Walker & Downing, Pittsburgh.
Clark Bros. Chewing Gum Co., Pittsburgh (Teaberry Gum), *sp* weekly, 52 weeks, thru Walker & Downing, Pittsburgh.
Drake Baking Co., Pittsburgh, 2 *sa* weekly, 39 weeks, thru Ketchum, MacLeod & Grove, Pittsburgh.
Dr. Ellis Sales Corp., Pittsburgh (beauty products), 5 *ne* weekly, thru Walker & Downing, Pittsburgh.
Durkee Famous Foods, N. Y. (Soyarich Flour & Soya Bits), 6 *ne* weekly, 13 weeks, thru Duane Jones, N. Y.

WOR New York

R. B. Davis Sales Co., New York (Cut-Rite Waxed Paper), *sa*, thru Chas. Dallas Reach Co., Newark, N. J.
Blue Moon Foods Inc., Thorpe, Wis. (cheese specialties), *sa*, 13 weeks, thru Reincke-Ellis-Younggreen & Finn, Chicago.
Assn. of Mfgrs. of Confectionery and Chocolate, New York (institutional), *sa*, 13 weeks, thru Scheck Adv., Newark, N. J.
S & W Fine Foods Inc., San Francisco (Eastern Division), 5 *ne* weekly, thru Samuel Croot Co., N. Y.

KYA San Francisco

Chronicle, San Francisco (newspaper), 63 *ne* weekly, 52 weeks, direct.
Army & Navy Stores San Francisco, 6 *sp* weekly, direct.

KMOX St. Louis

Hunter Packing Co., East St. Louis, Ill., 3 *sp* weekly, 13 weeks, thru Oakleigh-French Adv. Agency, St. Louis.
Fischer Meat Co., St. Louis, 6 *sp* weekly, direct.
St. Louis Star-Times, St. Louis, 6 *sp* weekly, direct.
Major B Vitamins, N. Y. 3 *sp* weekly, thru Peck Adv., N. Y.

WKZO Kalamazoo-Grand Rapids

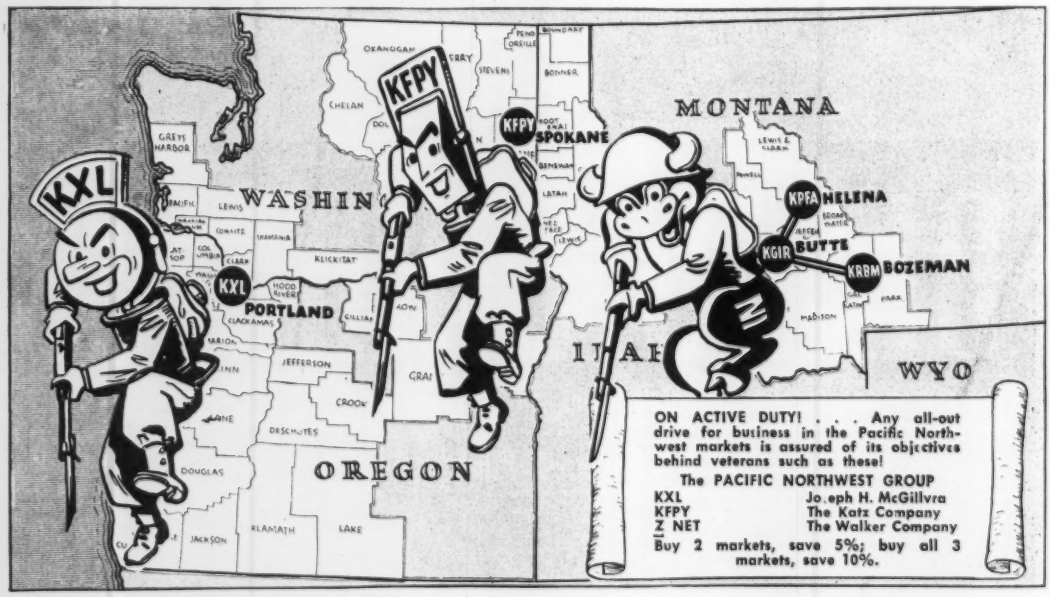
Automobile Club of Michigan, 5 *ne* weekly, 13 weeks, thru Stockwell & Marcuse, Detroit.
Colgate-Palmolive-Peet Co., Jersey City, 20 *ta* weekly, thru Ted Bates Inc., New York.
DePree Chemical Co., Holland, Mich. (Wheatamin Tablets), 5 *ne* weekly, 13 weeks, thru Roche, Williams & Cunnyngham, Chicago.
P. Duff & Sons, Pittsburgh (waffle mix), 3 *sa* weekly, 13 weeks, thru W. Earl Bothwell, Pittsburgh.
Ex-Lax Co., Brooklyn, 5 *ta* weekly, 13 weeks, thru Joseph Katz, New York.
Ironized Yeast, Rahway, N. J., 5 *ta* weekly, 52 weeks, thru Ruthrauff & Ryan, N. Y.
Michigan Bell Telephone Co., 21 *sa* weekly, 26 weeks, thru N. W. Ayer & Son, N. Y.
Monticello Drug Co., Jacksonville, Fla., 3 *sa* weekly, direct.
Pillsbury Flour Co. (Golden Bake Mix), Minneapolis, 15 *ta* weekly, thru McCann-Erickson, Minneapolis.
Rit Products Co., Chicago, 8 *ta* weekly, thru Earle Ludgin, Chicago.
Wolverine Ins. Co., 6 *ne* weekly, 26 weeks, direct.

KYW Philadelphia

Bell Telephone Co. of Pennsylvania, Philadelphia (telephone service), 7 *ta* weekly, 13 weeks, thru Gray & Rogers, Philadelphia.
Gaby Sales Co., Philadelphia (hand lotion and sun tan oil), 3 *sa* weekly, 52 weeks, thru Harry Feigenbaum, Philadelphia.
Marlin Firearms Co., New Haven, Conn. (Shaving cream), 3 *sa* weekly, 13 weeks, thru Craven & Hedrick, N. Y.
Chris Hansen Labs., Little Falls, N. Y. (Junket), 10 *ta* weekly, 13 weeks, thru Mitchell Faust, Chicago.
Western Saving Fund Society, Philadelphia (checking service), 2 *sa* weekly, 52 weeks, thru John Falkner Arndt, Philadelphia.
Adam Scheidt Brewing Co., Norristown, Pa. (Valley Forge Beer), 6 *sp* weekly, 52 weeks, thru Lawrence I. Everling, Philadelphia.
Breyer Ice Cream Co., Philadelphia (ice cream), 49 *sa* weekly, 52 weeks, thru McKee & Albright, Philadelphia.
Richard Hudnut, New York (Three Flowers Powder), 6 *sa* weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.

KFRC San Francisco

Langendorf United Bakeries, San Francisco (bread), 6 *ta* weekly, thru Erwin, Wasey & Co., San Francisco.
Folies Bergere, San Francisco, 4 *ta* weekly, thru Allied Adv. Agencies, San Francisco.
Pacific Tel. & Tel. Co., San Francisco, 6 *t* weekly, 13 weeks, direct.


KFPY
KXL
MONTANA
SPOKANE
HELENA
BUTTE
BOZEMAN
PORTLAND
WASHIN
OREGON
WYO
ON ACTIVE DUTY! . . . Any all-out drive for business in the Pacific Northwest markets is assured of its objectives behind veterans such as these!
The PACIFIC NORTHWEST GROUP
KXL — Jo.eph H. McGillvra
KFPY — The Katz Company
Z NET — The Walker Company
Buy 2 markets, save 5%; buy all 3 markets, save 10%.

RADIO DRIVE AIDS PA. COAL OUTPUT

ATTEMPTING to boost coal production in the anthracite area of Pennsylvania, Anthracite Industries, New York, is using radio, as well as newspapers, to reach miners, while newspapers only are being used in a separate consumer campaign explaining to home-owners and other coal users the facts about anthracite's supply and demand.

Titled *The Coal Call*, and heard on seven stations, the program is presented as an appeal from local figures and the mining industry itself, to step up coal out-put. Speakers include the mayor of Hazleton, Pa., a New Jersey coal dealer, and the miners themselves. The program's message is a plea to increase production so that the anthracite industry can take care of customers who have converted from some other fuel to anthracite.

The quarter-hour series is heard live on WAZL Hazleton, WKOK Sunbury, WBAX Wilkes-Barre, WARM Scranton Monday through Friday, 6:45-7 p.m., and in recorded form at varying hours on WGBI Scranton, WBRE Wilkes-Barre, WEEU Reading. Anthracite Industries also used radio last fall to call attention to newspaper ads giving tips on how to conserve coal. Agency is N. W. Ayer & Son, New York.

FRE Meeting

NEED for uniform standards of college training for careers in radio was stressed Jan. 28 by the Federal Radio Education Committee at a meeting of the executive committee at the Statler Hotel, Washington. A committee headed by Kenneth G. Bartlett, director of the Radio Workshop, Syracuse U., announced a tentative list of standards, to be submitted to 100 colleges for evaluation. Speakers included William D. Boutwell, director of Radio, Publications & Exhibits, U. S. Office of Education; H. B. Summers, Blue Network manager of Public Service; Gertrude Broderick, FREC executive secretary; Sir Gerald Campbell, British minister plenipotentiary, and Evelyn Gibbs of the BBC.

New Tone Control

TONE CONTROL and reproduction of music exactly as it is played has been developed by the Meissner Mfg. Co., Mt. Carmel, Ill., G. V. Rockey, vice-president, claimed last week, in announcing the firm had entered the radio-phonograph market. The new radio set and record player will incorporate short and long wave reception, frequency modulation and other improvements. Sets will be priced from $1,000. A pioneer in the FM field, Meissner Mfg. Co., holds the second FM license issued in the U. S.

MBS Up in January

MUTUAL billings for January show an increase of 77.4% over the same month in 1943. Total for the past month stands at $1,760,299, compared to $992,104 for January a year ago.

Radio Advertisers

BITUMINOUS CASUALTY Co., Rock Island, Ill., on Feb. 6 begins sponsorship of a quarter-hour news commentary program, *Ask Steinkopf or Schacher*, Sundays on WBBM Chicago. Contract is for 52 weeks. Agency is L. W. Ramsey Adv. Co., Chicago.

PROCTER & GAMBLE Co., Cincinnati (American Family soap), on Feb. 7 begins sponsorship of a quarter-hour program, *John Harrington & the News*, Mondays through Fridays, on WBBM Chicago. Contract is for 52 weeks. Agency is H. W. Kastor & Sons, Chicago.

SACHS QUALITY FURNITURE Co., New York, on Jan. 31 added a half-hour public service feature to its schedule on WMCA New York. Sachs continues its spot announcements and variety show on WMCA, as well as Sunday programs on WOV and WEVD New York. Business placed direct.

E. L. MABRY, formerly president of Prince Matchabelli Perfumery Inc., New York, has been named chairman of the board. Prince Matchabelli, a subsidiary of Vick Chemical Co., sponsors the *Stradivari Orchestra* on NBC.

AFFILIATED PRODUCTS Inc., New York, has named Lawrence C. Gumbinner Adv., New York, to handle advertising for its New York Division, producers of Vida-Ray cosmetics and perfums. No radio is planned.

WILLIAM A. PLUDO, sales manager of Adam Hat Stores, New York, extensive radio advertiser, has been promoted to vice-president in charge of sales promotion and public relations, a new post. He continues as sales manager, and Mr. Leon Goldberg is advertising manager.

CAMPBELL SOUP CO., Camden, N. J., has announced the election of Carl C. Austin, Harry F. Jones, and Oliver G. Willits as vice-presidents. Mr. Austin, sales manager since 1911, will continue in that position. Mr. Jones, advertising manager since 1916, will continue to direct all advertising. Mr. Willits, former purchasing agent, was also named assistant to the president.

MAX AMS Inc., New York, makers of Airline prune juice, on Feb. 21 joins the sponsor list of Bessie Beatty's quarter-hour participating program on WOR New York, Monday through Friday. Contract is for 52 weeks. Agency is Ideas, New York.

FUTURE BREWING for *This Is the Underground* as Thomas J. Doyle (seated left), vice-president of Atlas Brewing Co., Chicago signs a 52-week contract with WBBM Chicago representative for the series. Program based on actual activities of the European underground, was sustaining prior to sale. With Mr. Doyle are (seated right): Walter Preston, WBBM program director; Stanley Levy (standing left), WBBM salesman; and Charles Garland, WBBM sales manager. Arthur Meyerhoff & Co., Chicago is agency for the account.

KROGER GROCERY & BAKING Co., Cincinnati (Hot-Dated coffee), on Feb. 21 will add KWTO Springfield, Mo. to its list of stations carrying *Linda's First Love*, quarter-hour daytime serial. Agency is Ralph H. Jones Co., Cincinnati.

PURITY BREAD Ltd., Toronto (chain bakers), on Feb. 7 starts *Square Shooters*, children's program to combat child delinquency, Mon. thru Fri. on CJBC Toronto, with plans for expansion later. Account was placed by A. McKim Ltd., Toronto.

PRATT FOOD Co., Guelph, Ont., (medicinal), started on Feb. 5 half-hour Saturday night barn dance on CKNX Wingham, Ont., as test program. Concern is new to radio. Account was placed by A. McKim Ltd., Toronto.

WESTERN CANADA Flour Mills Ltd., Toronto (Purity Oats), starts on Feb. 14 one minute singing spot announcements 3 to 4 times weekly on 17 Canadian stations. Account was placed by A. McKim Ltd., Toronto.

HENRY K. WAMPOLE & Co. Ltd., Perth, Ont. (cod liver oil extract), has started spot announcements on 30 Canadian stations several times weekly. Account was placed by J. J. Gibbons Ltd., Montreal.

Miles Labs. Promotes Beardsley to Presidency

CHARLES S. BEARDSLEY, vice-president and director of sales and advertising of Miles Laboratories, Inc., Elkhart, Ind. was named president last month, succeeding his brother, the late Arthur L. Beardsley. At the same time, Franklin B. Miles, grandson of the founder of the company was elected treasurer, and two new directors, Walter R. Lerner of Elkhart, and Dr. David E. Beardsley, Cedar Rapids, Ia. were elected to fill board vacancies.

In assuming his new duties as president, Mr. Beardsley will continue the sales and advertising policies which he has been active in developing since he joined the Miles organization in 1926. Well-known to the industry, he served three years as president of the Proprietary Assn., and is now Chairman of the public relations committee of that body. He is also vice-president of the American Foundation for Pharmaceutical Education.

LYONS VAN & STORAGE Co., Los Angeles, formerly a consistent user of West Coast spot radio, on Feb. 7 starts sponsoring a thrice-weekly quarter-hour of music on 10 Blue California and Nevada stations, Mon., Wed., Fri., 4:30-4:45 p.m. (PWT). Contract is for 52 weeks. Placement is through BBDO, Los Angeles.

BROADWAY DEPARTMENT STORE Inc., Los Angeles, on Jan. 25 renewed for the seventh consecutive year its twice daily quarter-hour newscasts *Broadway News* on KHJ Hollywood. Lee Ringer Adv., Los Angeles, has the account.

SUN SHOE MFG. Co., Chicago, and Hart Schaffner & Marx, Chicago (men's clothing) began sponsorship Jan. 24 of a 6-weekly, ten minute program, *I Want A Job*, Mondays, on WAIT Chicago. Contract is direct for 13 weeks.

HOOKER GLASS & PAINT MFG. Co., Chicago, about Mar. 1 will begin sponsorship of a varied campaign of spot announcements on WBBM WISN WMBD WSOY WOC WLBC. Other stations are being considered. Agency is Goodkind, Joice & Morgan, Chicago.

FRENCH KITCHEN FOOD Corp., Los Angeles (spaghetti sauce), has appointed Brisacher, Davis & Van Norden, Los Angeles, to handle its advertising. Firm currently is using a schedule of spot announcements on KHJ KMPC KECA KNX KOA KVOD, and will add other stations to the list.

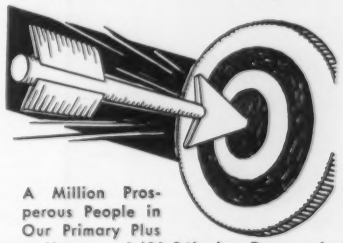
RAINIER BREWING Co., San Francisco (beer) a consistent user of West Coast spot radio and recorded musical programs, on Feb. 12 starts sponsoring a weekly half-hour musical variety show on 10 Blue California stations, Saturday 8:30-9 p.m. (PWT). Contract is for 52 weeks. Buchanan & Co., Los Angeles agency, is servicing the account.

BENJAMIN MOORE & Co. Ltd., Toronto (paints), on Feb. 29 starts talks on decoration weekly on CFRB Toronto, and CFPL London, Ont. Account was placed by E. W. Reynolds & Co. Ltd., Toronto.

CHARLES E. HIRES Co., Philadelphia (root beer), has started *Heidt for Hires* weekly on CJBC Toronto. Account was placed by N. W. Ayer & Son, New York.

ALMS & DOEPKE, Cincinnati department store, has renewed *According to Hoyt* for the third year on WKRC Cincinnati.

Hooper proves It's a Bull's-eye!



A Million Prosperous People in Our Primary Plus a Hooper of 91.3% by Day and 80.4% by Night!

1000 Watts **WJHL** Johnson City Tennessee 910 K.C.

REPRESENTED BY HOWARD WILSON CO.

WSLI JACKSON MISSISSIPPI

PUT METROPOLITAN JACKSON On Your 1944 Schedule

. . . Metropolitan Jackson's 124,558 people have over $130 million to spend in 1944. This makes Jackson a "Must" on your 1944 schedules. Remember—WSLI offers you effective coverage—at less cost!

BLUE NETWORK

WEED & COMPANY NATIONAL REPRESENTATIVES

The *Only* BLUE Network Station *Serving the 28th * U. S.* Metropolitan District

WFMJ

Youngstown, O.

* J. Walter Thompson Research Dept

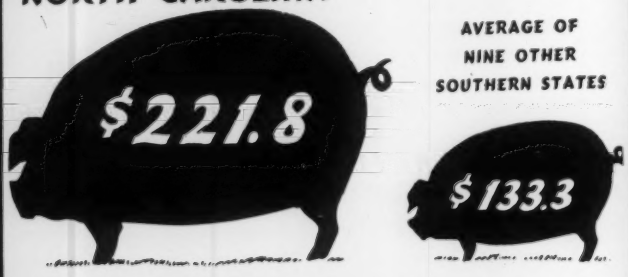
Covers Atlanta at LOWEST Cost!

WATL ATLANTA MBS 1400 KC

SPOT Represented by SALES

NORTH CAROLINA is the SOUTH'S No. 1 AGRICULTURAL STATE

CASH INCOME and GOV'T PAYMENTS
(IN MILLIONS)



Source: — Department of Agriculture, 1940

WPTF with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC — 680 K.C.

FREE & PETERS, NATIONAL REPRESENTATIVES

FRANK P. ROSENBERG, exploitation manager of Columbia Pictures Corp., New York, will become director of advertising, publicity and exploitation, Feb. 7. He succeeds David A. Lipton, who will be inducted into the Army on Feb. 8. Harry McWilliams of the exploitation department, will succeed Mr. Rosenberg.

VERNON RADCLIFFE, NBC program director for eight years, and previously in the agency field, has been appointed vice-president and production manager for all programs presented by the American Institute of Food Products, New York, headed by Dr. Walter H. Eddy. Current radio activities include Dr. Eddy's cooperatively sponsored *Food & Home Forum* on WOR New York, and spot recordings for various member companies.

VERNOR'S GINGER ALE Co., Toronto, has appointed McConnell Eastman & Co., Toronto, as agency, and is continuing weekly half-hour recorded musical program on CFRB Toronto. Other radio plans have not yet been formulated.

PERFECT CIRCLE Co., Toronto (piston rings), starts live and recorded spot announcement campaign in March on 17 Canadian stations. Account was placed by McConnell Eastman & Co., Toronto.

VOGUE RUBBER Co., Chicago (Vogue Tyres), and Dodson Ltd., Los Angeles, Southern California distributors for that firm, have appointed Davis & Beaven Adv., Los Angeles, as agency.

MANCHESTER BISCUIT Co. has added KSO Des Moines to its radio schedule which already includes the Cowles station at Yankton, S. D., WNAX. Quarter-hour program started on KSO is *Tune Crackers*, for Waldorf crackers.

7th Drug in Sales

in 16 Midwestern Metropolitan Districts*

1.	Chicago	$76,879,000
2.	St. Louis	19,630,000
3.	Kansas City	17,583,000
4.	Omaha	5,376,000
5.	Des Moines	3,829,000
6.	Peoria	2,576,000
7.	**TRI-CITIES**	**2,457,000**
8.	St. Joseph, Mo.	2,108,000
9.	Springfield, Ill.	1,911,000
10.	Cedar Rapids, Iowa	1,891,000
11.	Lincoln, Neb.	1,733,000
12.	Springfield, Mo.	1,697,000
13.	Sioux City, Iowa	1,627,000
14.	Rockford, Ill.	1,570,000
15.	Waterloo, Iowa	1,263,000
16.	Decatur, Ill.	1,066,000

*1940 Census

More than 200,000 people shopping the drug stores of the Tri-Cities; Rock Island, Moline and Davenport plus 8 other cities and towns in this Metropolitan District will buy your products if you use—

WHBF
5000 WATTS 1270 KC
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat. Representatives

DELANEY SALES Corp., Los Angeles (Spark-O-Lite food supplement), after a two month lapse, on Jan. 19 resumed for 13 weeks its thrice-weekly quarter-hour program *Thoughts in Poetry with Don De Laney* on KPAS Pasadena. Agency is Warren P. Fehlman Adv. Co., Los Angeles.

NEW LIFE FOUNDATION, Los Angeles (religious), new to radio, on Jan. 23 started sponsoring a weekly quarter-hour Sunday morale program *Alexander Markey* on KFAC Los Angeles. Contract is for 52 weeks. Smith & Bull Adv., Los Angeles, has the account.

DEAN JOHNSON, Los Angeles (religious), on Jan. 23 started a weekly quarter-hour Sunday program *Cathedral Hour* on KMTR Hollywood. Contract is for 52 weeks. Smith & Bull Adv., Los Angeles, has the account.

OLD WORLD FOODS Inc., Beverly Hills, Cal. (Barra's wine sauce), new to radio, in a 13-week campaign which started in early January, is sponsoring thrice-weekly participation in *Norma Young's Happy Homes* on KHJ Hollywood. In addition, daily transcribed spot announcements are being used on KSAN KDYL WAAF. Agency is Barrett & Co., Beverly Hills.

FRENCH KITCHEN FOODS, Los Angeles (dehydrated foods), has named Brisacher, Van Norden & Staff, Los Angeles, to handle its account. Spot radio and sectional newspaper are planned.

MAJESTIC Radio & Television Corp., Chicago, has named Irwin Vladimir & Co., New York, to handle its advertising. Newspaper and export trade papers will be used. No radio contemplated.

MALCOLM HART, sales manager of Pepsodent Co., Chicago, was recently appointed to the newly-created position of director of sales. Phil Kaleh, former central division manager of Colgate-Palmolive-Peet, was named sales manager. Paul Mundie, Pacific Coast district manager, has been moved to the position of western sales manager.

BEN HUR PRODUCTS Inc., Los Angeles (coffee, tea, spices), on Feb. 21 starts for 52 weeks sponsoring a daily quarter-hour daytime comedy-dramatic program, *Aunt Mary*, on 8 NBC California and Arizona stations (KFI KMJ KPO KFSD KTAR KVOA KGLU KYZM), Monday through Friday, 10:30-10:45 a.m. (PWT). George Fogel has been signed as producer, with cast now being assigned. Series will supplement weekly half-hour *Hollywood Showcase*, sponsored on 7 CBS California and Arizona stations, Friday, 6-6:30 p.m. (PWT). Latter program features Hedda Hopper as m.c., with new discoveries as talent. Agency is Barton A. Stebbins Adv., Los Angeles.

IF YOU WANT TO REACH ANOTHER 500,000 EARS

USE

KFDM

Blue Network, 560 K. C., 1,000 Watts
BEAUMONT, TEXAS MEANS BUSINESS
Represented by Howard H. Wilson Company

Agencies

JOHN H. OWEN, former secretary-treasurer of White, Lowell, & Owen, New York, has purchased full control of the agency, changing the name of the firm to John H. Owen Inc. Harold A. White, former president, and Mortimer Lowell, former vice-president, have retired. Officers are: John H. Owen, president; Walter H. Greenlee, vice-president; I. C. Sala, secretary; Marc Seixas, space and time buyer. The offices remain at 595 Madison Ave.

HAROLD H. YOST, formerly manager of the Hawaii Tourist Bureau, has joined the staff of Leon Livingston Adv. Agency, San Francisco.

RALPH E. WIENER, formerly with Standard Brands, Inc., Margaret I. Deron and Rose Comito have joined the staff of the Pacific Coast Adv. Agency, San Francisco. Wiener has been appointed an account executive.

RALPH MINTON, formerly of the *Public Ledger* promotion staff in Philadelphia, is now with the Stewart-Jordan Agency, Philadelphia, as consultant.

HERBERT F. ZIMMERMANN, traffic manager at Needham, Louis & Brorby, Chicago, and prior to that in the production department of Blackett-Sample-Hummert, Chicago, for 13 years, entered the Naval Reserve Feb. 2 as apprentice seaman.

WILLIAM A. LOTZ, account executive with Burton Browne Adv., Chicago, recently joined the Navy, and is stationed at Great Lakes USNTS, Illinois.

BERTRAM REIBEL Adv. Agency, Chicago, recently moved to new quarters at 165 W. Wacker Dr., Chicago.

JANET MEARS, formerly copy chief at Lansburgh's Department Store, Washington, D. C., has joined the writing staff of H. M. Kiesewetter Agency, New York.

WALTER W. WILEY Adv. has moved from 132 W. 43rd St. to 8 W. 40th St., New York.

BILL THOMAS, manager of radio publicity of Young & Rubicam, New York, is now in Hollywood in connection with the premiere of Goodyear Tire & Rubber Co.'s CBS program *The Star and the Story*, Feb. 6. He is expected back in New York in a month or so.

LEWIS SNYDER has joined the copy writing staff of J. Walter Thompson Co., New York. He was formerly with the New York office of Tracy-Locke-Dawson.

Davidson a V-P

JOHN S. DAVIDSON, director of radio of Federal Adv., New York, has been named a vice-president. Mr. Davidson has headed the radio activities of a number of agencies during the past 17 years. He entered broadcasting as a member of the sales and daytime program department of NBC, 1926-27. Joining Ruthrauff & Ryan, New York, he remained there as radio director for four years, and then held the same post at Federal Adv., leaving after one year to become manager of the radio department of Young & Rubicam, New York. He also served for a period as radio director of J. M. Mathes Inc., New York, and returned to Federal about 1939.

Mr. Davidson

LESTER J. MALLETTS, who has served with the media department of Lord & Thomas, and with its successor, Foote, Cone & Belding, New York, last week became radio and media director of Weiss & Geller, New York. Mr. Malletts has been in the advertising field for 20 years. He succeeds Joe E. Bloom, who assumes a managerial post with the retail cosmetic House, Glemby Co.

VANGUARD ADVERTISING has moved to new quarters at 15 E. 40th St., New York. Telephone Murray Hill 5-4686.

NEW MEXICO
EL PASO
OLD MEXICO
TEXAS
Where the West really is - it's
KROD
600 KC CBS
Business booms here. Thousands of new listeners in our unrivalled coverage area make KROD the best radio buy.
Dunbar Roderick, *Owner* Val Lawrence, *Manager*
HOWARD H. WILSON CO.
National Representatives

OHIO'S 3RD MARKET
One of the Nation's Great Steel Centres.
WKBN
YOUNGSTOWN, OHIO
5000 WATTS 570 KC
Represented by:
Paul H. Raymer Company

Ahead in MEMPHIS

C. E. HOOPER • Memphis Audience Measurements • Nov.-Dec., 1943

	Station "B"	WMPS	Station "C"	Station "D"
Morning Index 8:00-12:00 A.M.	10.0	37.1	25.3	27.3
Afternoon Index 12:00-6:00 P.M.	17.7	29.9	34.9	17.3
Evening Index 6:00-10:30 P.M.	10.2	16.2	39.9	33.2

AND STILL GROWING

STOP—LOOK and take advantage of C. E. Hooper survey in Memphis.

It's showmanship that counts and here our cost for showmanship—and leadership—is low. Swing to WMPS and you'll get the listeners.

BLUE AND MUTUAL

WMPS is under the same sound management policy as WCPO, Cincinnati, Ohio, and WNOX, Knoxville, Tennessee.

WMPS
THE MEMPHIS NEWS STATION
Affiliated with
THE MEMPHIS PRESS-SCIMITAR
REPRESENTED BY SPOT SALES

H. B. CLARKE, formerly in charge of copy and planning for McCann-Erickson, New York, and more recently consultant for both agencies and advertisers, and Roy A. Dempsey, recently of the Air Corps and formerly publisher of the California *Hi-School* magazine, have joined the Dan B. Miner Agency, Los Angeles, as account executives.

PHILIP MOND CONWAY, formerly with Raymond Spector Co., and previously with Kenyon & Eckhardt, has joined Winer Co., New York, as copy chief.

J. G. STEVENS, formerly account executive of Raymond R. Morgan Co., Hollywood, has joined Glasser-Gailey & Co., Los Angeles, in a similar capacity.

THOMAS H. MORIARITY, formerly San Francisco executive of Campbell-Ewald Co. and now with the Special Information Office of Headquarters Air Service Command, was recently promoted to major.

CHUCK LEWIN, radio production manager of Hillman-Shane-Breyer Inc., Los Angeles agency, has resigned.

NORMAN ROGERS, night supervisor of KHJ Hollywood, has joined Smith & Bull Adv., Los Angeles, as account executive.

CELEBRATING OPENING of the San Francisco office of Spencer W. Curtis Inc., representatives of stations and networks on the West Coast gathered with Spencer W. Curtis (foreground), president of the agency, at a reception for the occasion. Standing (l to r): Carl Nielsen, NBC; Dave Simmons, NBC; Dave Sandeberg, Paul H. Raymer Co.; Walter G. Tolleson, NBC; Don Norman, NBC; Glenn H. Ticer, CBS; Wilt Gunzendorfer, KSRO Santa Rosa, Cal.

J. DUDLEY FLEISCHMANN, formerly associated with various Buffalo agencies, recently was appointed production manager of Strang & Prosser, Seattle. Arthur G. Lomax, former production manager, has been made a vice-president and account executive.

JAMES D. KYSOR, manager of research and media for Griswold, Eshleman Co., Cleveland, and for several years associated with Campbell-Ewald Co., Detroit, has joined the media department of Foote-Cone & Belding, Chicago.

THE McCARTY Co., headquarters in Los Angeles, has opened offices in the Koppers Bldg., Pittsburgh, with R. S. Reed Jr., in charge as manager. Firm also maintains San Francisco offices. Hill Youngblood, formerly of McCann-Erickson Inc., Minneapolis, and Roland Jacobson, associated with various newspapers, have been added to the agency's Los Angeles staff as account executives.

WIN CLINE, head of Cline Adv. Co., Boise, has been elected a vice-president and co-manager of the Seattle office of Botsford, Constantine & Gardner. Continuing to operate his own agency, Mr. Cline will work closely with C. P. Constantine in administering accounts of Botsford, Constantine & Gardner in Seattle.

MARGE TREMBETH recently joined the media department of Simmonds & Simmonds Inc., Chicago.

Van Nostrand to B & B

ROLAND VAN NOSTRAND, former media director of Ivey & Ellington, New York, has been named network timebuyer of Benton & Bowles, New York. Frank Palmer, with Benton & Bowles' media department for a number of years, has been placed in charge of spot buying. Before joining Ivey & Ellington, Mr. Van Nostrand served as assistant media director and radio timebuyer of Joseph Katz Co., New York. Buying has been under the direction of Franklin Owens, who has resigned. A. G. Grass, who has been with McCann-Erickson Inc., New York, and other agencies, has succeeded Mr. Van Nostrand, at Ivey & Ellington as director of media, including radio.

Avoset Plans

RADIO AND newspapers in Alaska and Hawaii are now being used to promote the sale of Avoset, a "stabilized" cream which can be kept for long periods without refrigeration. When wartime restrictions are lifted, national distribution will be developed. Agency for Avoset Inc., is Beaumont & Homan, San Francisco, Douglas R. Young account executive.

Oliver C. Curtiss

OLIVER C. CURTISS, account executive of Doremus & Co., Philadelphia advertising agency, died Jan. 28 in Hahnemann Hospital, Philadelphia, after a short illness. Before joining the agency in 1942 he was engaged in newspaper advertising in this city. His wife, Dorothy, and a daughter, survive.

14,000,000 acres...

Fourteen million acres of pine and hardwood timber represents only one of the rich industries down in KWKH-land. Now running at peak production for war the lumber industry promises to add even greater values after Victory is won. It adds to the opportunity for you to sell now and build sales for the future.

Write for your free copy of KWKH net circulations day and night maps.

CBS
50,000 WATTS

KWKH

REPRESENTED BY
THE BRANHAM CO.

A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

WING
Dayton, Ohio

DAYTON, O.
Where
261,722
people spent
$410,000,000
last year for
things you sell.

Use Basic Blue
WING
Ronald B. Woodyard
Exec. Vice President

WEED & CO. National Representatives

Hooper, CAB Expand Reports To Cover Wider City Range

Both Are Based on Cross-Section of Country; Scheduled to Begin in Early April

EXPANSION of their activities to provide reports on the complete urban radio audience beyond the cities in which all the nationwide networks offer service was announced last week by the two national network program rating organizations, C. E. Hooper Inc. and the Cooperative Analysis of Broadcasting.

The Hooper urban audience reports, it was announced, will be "based on a national cross-section of all American cities of over 25,000 population, properly balanced for population groups and broadcast facilities to truly represent 32,748,999 urban Americans." For each half-hour program reported on, 4,290 homes will be sampled; for a five-time-weekly quarter-hour daytime program, 10,725 homes will be sampled. These reports will be issued periodically, probably from two to four times a year, Mr. Hooper said, beginning with April, when a report dated mid-winter 1944, containing three comparative ratings on each sponsored national network program covered in the network Hooper ratings during January and February, will be issued.

Expand to 81 Cities

CAB, according to A. W. Lehman, manager, will expand its reports from 33 to 81 cities, representing a cross-section of all cities of 50,000 population or over, beginning "as soon as possible after April 1". These reports will be based on 4,020 calls for an evening half-hour program, 8,040 calls for a full hour program, 10,050 for a quarter-hour evening program broadcast five times a week and 5,025 for a daytime quarter-hour five-times weekly program. These data, which will become part of the regular CAB semi-monthly reports, will all be collected by the telephone coincidental method, the CAB dropping the dual ratings based on both coincidental and recall methods it has used for the last year and a half. Previously, all CAB reports were based on the daypart recall method.

For historical comparative purposes, Mr. Lehman stated, the CAB reports will show a rating for listening in the present 33 CAB cities as well as in the urban cross-section of 81 cities. In addition to continuing its regular semi-monthly and monthly reports, he said, the CAB will increase its comprehensive reports from two to three a year, each covering a four-month span, instead of the present seven-month winter and five-month summer reports.

Two additional services were also announced by C. E. Hooper Inc. One is a report on network cross-section audiences, based on interviews conducted in a cross-section of each network city of more than 25,000 population, transmitting each program. The other is a city-by-city rating for sponsored network programs, showing the rating of the program, the ratings of its competitive programs on the other three networks, and the ratings of the preceding and following programs on its network station in each city. These city-by-city reports will be issued three times a year for the 32 hour-network-service cities covered by the regular network Hooper reports, at a cost of $40 per month per program on an annual order basis.

Regular Reports Separate

To avoid confusion, Mr. Hooper explained, none of these new services will be combined with the regular Hooper reports, which will continue to report on sets-in-use, ratings, share of audience, men, women and children listening, sponsor identification, etc. on a monthly basis in the 32 four-network-service cities. All Hooper reports are based on coincidental telephone interviews, method used consistently by this organization since 1934.

The new reports on U. S. urban audiences for sponsored network programs, Mr. Hooper stated, are in large part made possible by present subscribers to the network ratings and the station audience reports, which supply much of the data needed, but, he added, "the industry is indebted to the four networks for supplying the funds required currently for supplementary field work, tabulation and the ultimate publication of the complete report which will be delivered without charge to any other subscriber."

Mr. Lehman described the CAB expansion to 81 cities as the first step toward a goal of supplying a "true national rating service" which will cover "all homes in the country, telephone and non-telephone, urban and rural". At present impossible to achieve, due to the manpower, transportation and other wartime shortages, he said that further approaches toward this ideal will be made as soon as they are feasible.

The immediate expansion to 81 cities, he said, will increase the number of CAB interviews to 6,300,000 a year, nearly three times the present number. This entails an increased operating budget, with the networks bearing the largest percentage increases, he said, adding that despite the cost they have "heartily supported" the CAB's program of expansion. Crossley Inc. handles the collection of data for the CAB reports.

Effort Seen to Restore FCC Intelligence Funds

AN ADMINISTRATION effort to restore $1,654,857, cut from the FCC 1945 fiscal year budget request by the House, was reported in the Senate last week. Administration forces were said to have told some members of the Senate Appropriations Committee the President wanted to keep radio intelligence activities in the FCC despite recommendations of the Joint Chiefs of Staff that such activities be transferred to the military.

The 1945 Independent Offices Appropriations Bill (HR-4070) now is before the Senate Committee, having been passed by the House last Monday. Under a million-dollar reduction from the RID and another half-million from the FBIS, virtually all FCC radio intelligence activities, other than normal peacetime functions such as monitoring in this country for unlicensed transmitters, would be abolished which, in effect, would transfer those duties to the armed services.

Three Promotions For Radio Officers

Schechter, Williamson and Lindow Get Higher Ranks

THREE radio men, now in the Army, were promoted last week to major. They include: A. A. Schechter, in charge of radio for the Army Air Forces; Mel Williamson and Lester W. Lindow, on duty with the Bureau of Public Relations Radio Branch.

At the same time it was learned that Maj. Williamson, formerly of the Russel M. Seeds Co., Chicago, is on 60-day temporary assignment with the Office of the Petroleum Coordinator on the West Coast. Maj. Williamson, who formerly produced the Red Skelton program and the Army's *Wings*, will serve as consultant in the production of special high-octane gasoline, vital to air bombing on all fronts. He has had several years' experience in the petroleum industry.

Maj. Lindow

Maj. Schechter

Maj. Lindow, manager of WFBM Indianapolis before he entered the service, was notified of his majority in the control room of WFBM, while supervising a pick-up for the *Army Hour* from there. He also attended the NAB District 8 meeting in Indianapolis last Tuesday.

Maj. Schechter, former director of news and special events of NBC New York, left the network to accept an assignment with the OWI. He was commissioned captain in the Army Air Forces a year ago and following a brief tour of duty overseas was assigned to AAF public relations headquarters in Washington, in charge of radio.

Another change in the Radio Branch took place on Jan. 22 when Maj. Barton A. Stebbins, of the advertising firm of the same name, was released at the request of the Coordinator of Inter-American Affairs to become associate director of the CIAA Radio Division. Following the Army order allowing release of men over 38 if requested, Maj. Stebbins was placed on inactive status, and March 8 will be retired from the Army. He became a major last December. Maj. William P. Mullen succeeds him.

OWI PACKET, WEEK FEB. 28

Check the list below to find the war message announcements you will broadcast during the week beginning Feb. 28. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Red Cross	X	X	X	X	X	--	--
Use V-Mail	--	--	X	--	X	--	--
Join the WAC	X	--	--	X	X	--	--
Car Sharing	--	X	X	--	--	--	--
Books for the Merchant Marine	--	--	--	--	--	X	X
Token Rationing	X	--	--	--	--	--	--

See OWI Schedule of War Messages 97 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

ADMIRAL CORP., Chicago, has entered into an agreement under which it plans to acquire the refrigerator and electric range manufacturing divisions of the Stewart-Warner Corp., Chicago, according to an announcement made by Ross D. Siragusa, president of Admiral Corp.

The NORFOLK
Metropolitan Market
is BIGGER than...
DALLAS ★ DENVER
MEMPHIS ★ RICHMOND
OMAHA ★ TOLEDO
and 100 OTHERS among
the 137 leading
U. S. Metropolitan Markets*

*According to Census Bureau estimate as of March 1, 1943.

WTAR is the ONE station in this big, rich market that reaches MORE listeners than all other stations COMBINED.

5,000 WATTS DAY AND NIGHT NBC NETWORK

WTAR NORFOLK VIRGINIA

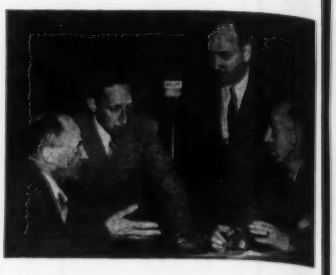
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO.

NETWORKS TO POOL CONVENTION SETUPS

TO CONSERVE manpower and equipment, all four networks will pool facilities to cover the Chicago national party conventions this spring, it was announced last week following Washington conferences between news heads of Mutual, CBS, Blue and NBC, and party officials.

Paul White, CBS director of news broadcasts, said all networks would pool technical equipment, staff and complication convention installations. Convention delegates will get news reports through a system utilizing the convention hall's p. a. system.

CBS will establish headquarters and studios in the Stevens Hotel in Chicago, with Bob Trout, CBS commentator, in charge. CBS reporters and commentators will include Elizabeth Bemis, Quincy Howe, Everett Holles, Ned Calmer, Douglas Edwards, Bill Henry, Joseph C. Harsch, Robert Lewis, Don Pryor and Bill Costello. Bill Slocum Jr., head of CBS special events and sports, will handle special color highlights. "Walkie-talkies" will be used.



DIFFERING OPINIONS seemingly characterized this huddle of agency executive, commentator and network representatives after initial broadcast of weekly quarter-hour program featuring Walter Duranty on 9 Blue Pacific stations. Eastern Columbia Co. (Bradbury Clothes) started sponsoring commentary on Jan. 16. Discussing Russia (l to r) are Walter Duranty, former foreign correspondent for *New York Times;* Robert Smith, president of Robert E. Smith Adv., Portland, Ore., agency servicing account; Frank Hemingway and Maury Rider, Blue announcer and producer, respectively, assigned to series.

Defense Discs

THE Office of Civilian Defense has prepared a series of weekly dramatic comedy transcriptions, 15 minutes in length, dealing with home front war problems. The discs are available to radio stations free of charge through the Radio Section, OCD, Washington, 25, D. C.

Program Control

(*Continued from page 12*)

Commission's view that "no similar hardship" would be involved.

Text of the FCC announcement follows:

The FCC announces a proposed new Section 3.4049 of its Rules and Regulations which would require that every radio program broadcast *over a regional or national network* be recorded by the station at which the program originates—unless the program is itself a transcription. Under the rule the originating station would be required to retain the transcription for one year.

At the same time the Commission adopted an Order providing an opportunity for interested persons to appear before the Commission and argue orally why such a rule should or should not be adopted.

The Commission points out that in the case of newspapers, the printed word remains as an irrefutable and permanent record, whereas unless some recording is made, what was actually said, or the manner of saying it, on a radio program cannot be definitely established after it has gone out on the air.

The Communications Act of 1934— basic statute under which the FCC operates—prohibits the broadcast of any information on lotteries (Sec. 316) and the use of obscene, indecent or profane language on the air (Sec. 326). In carrying out its obligations under these sections of the Act, it frequently becomes important for the Commission to know what was said on a particular program.

Authority for the new rule is found in Section 303 (j) of the Act, which authorizes the FCC to make general regulations requiring stations "to keep such records of programs, transmissions of energy communications, or signals as it may deem desirable."

The proposed rule does not require stations to record local or non-network programs since to require recording of all local programs might impose a hardship on many of the smaller stations. No similar hardship would be involved for network programs, it is felt.

Oral argument on the rule is scheduled for March 15, 1944, before the Commission. Requests for oral argument, accompanied by briefs, must be filed with the FCC by March 1.

Text of Order No. 119 follows:

At a session of the Federal Communications Commission held at its offices in Washington, D. C., on the 1st day of February, 1944;

Whereas, The Commission is of the opinion that public interest, convenience and necessity may be served by adoption of the following proposed rule:

Section 3.409. *Requirements for making and preserving recordings or transcriptions of network programs* — Any program broadcast over a regional or national network shall be transcribed by means of an off-the-line recording by the station at which the program originates and the transcription shall be retained for one year. If the program itself is a transcription, no other recording need be made, but the transcription shall be retained for one year.

Whereas, The Commission is of the opinion that it will best conduce to the proper dispatch of business and to the ends of justice that all interested persons be given an opportunity to file briefs and to appear before the Commission and argue orally why the above proposal should not be adopted or why it should not be adopted in the form proposed by this order.

Now, therefore, it is hereby ordered, That, upon the written request of any interested person, oral argument by held before the Commission en banc on March 15, 1944, at 10:30 A.M., as to why the above proposed rule should not be adopted or why it should not be adopted in the form proposed by this Order. Such requests for oral argument shall be filed by all persons desiring to appear on or before March 1, 1944 and each such request shall be accompanied by a brief.

THERE'S NOT ANOTHER LIKE IT!

WFIC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S No. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by: WEED & COMPANY

New York, Boston, Chicago, Detroit, San Francisco and Hollywood

Western Electric Publishes Booklet

'Battle Talk' Tells Workers Their Part in the War

DESIGNED to show its employes how their daily work fits into the overall war effort, Western Electric Co. has issued a magazine-size booklet, "Battle Talk", now being distributed to 90,000 office and factory workers. The publication, F. R. Lack, Western Electric's vice-president, told the FM broadcasters Inc meeting in New York Jan. 26, represents the latest activity of the company in its present policy of concentrating all its publicity efforts on its employes.

Mr. Lack

As alluded to by Mr. Lack, "Battle Talk" traces the rise of Western Electric's war production from $500,000 in 1939 to $575,000,000 in 1943. The company's FM output, which accounted for $129,000,000 during 1942 and 1943, has provided valuable experience which will be available in the development of FM after the war, he said.

Copiously illustrated with excellent black and white and color photographs, drawings and pictograms, "Battle Talk" is a 42-page glossy booklet which graphically describes how Western Electric's various communications products contribute to the winning of the war. It points out that approximately half of the company's employes are engaged in the manufacture of various communications products which must be shrouded in mystery until the war's end. These employes, denied the privilege of speaking about their work or hearing it publicly proclaimed, are "unsung heroes of this war", it is stated.

"Battle Talk" is edited by Will Whitmore, Advertising Supervisor for Western Electric, assisted by Vance Hilliard and Joseph Dillon.

Pinch Hitter

CAUGHT without anyone to write the script for their afternoon *TNTea Party* one day last week, WCKY Cincinnati accepted a volunteer for the job in Dorothy Wortman, new station receptionist. It was her first venture in radio scriptwriting but it clicked —the show went on, and it was good.

N. Y. Baseball Plans

FOR THE THIRD year all home and away games of the Brooklyn Dodgers will be broadcast exclusively on WHN New York under sponsorship of P. Lorillard & Sons, New York, for Old Gold cigarettes. Red Barber will handle the play-by-play accounts.

Station Relation Position At NBC Given Watson

CARL M. WATSON, formerly in charge of the production of English language programs of NBC's international division, has succeeded James M. Gaines in the station relations department of NBC. Mr. Gaines was recently appointed NBC assistant director of advertising and promotion. For the past six months Mr. Watson has been on loan to the Canadian government's wartime information board.

After three years with CFNB Fredericton, New Brunswick, as announcer, program producer and time salesman, Mr. Watson joined WWRL New York as director of special events. Coming to NBC in 1938 as page and guide, he later became head of the music section of the international division, and later production chief of the English section.

McRamey Named Manager

BOB McRANEY, general manager of WCBI Columbus, Miss., has been appointed to take over the post of general manager of a new standard station approved by the FCC for Tupelo, Miss. He will retain his present post at WCBI. Announcement of the appointment was made last week by Capt. Birney Imes Jr., owner of WCBI and holder of the construction permit for the new Tupelo outlet. Capt. Imes stated that a station manager would be appointed to head local operation. No other members of the staff have been announced yet. Construction of the outlet is scheduled to get underway within the next few days.

EDMOND M. DELORAINE, general director of the laboratories division of the Federal Telephone & Radio Corp., since 1941, has been elected to the board of directors of International Telephone & Telegraph Corp., of which FTRC is an affiliate.

POPULARITY!

It's a Hooper-proved fact that WSGN consistently produces and broadcasts Alabama's best-liked shows; another reason why your advertising dollars do the most for you when spent for WSGN time.

WSGN

Coverage-Popularity

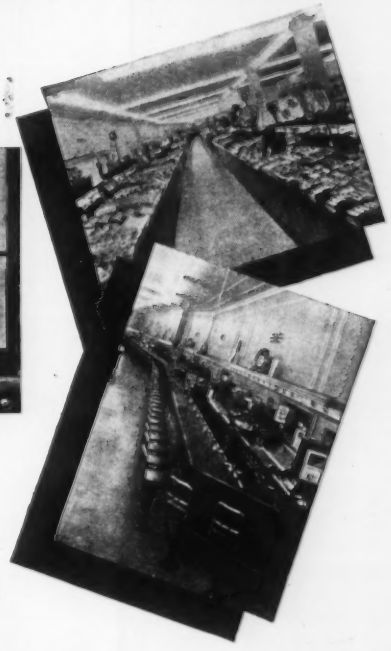
Call Headley-Reed

Affiliated with The Birmingham News

WORLD'S LARGEST

Woolworth Store

in WORCESTER, MASS.



in the heart of WTAG's Big Market

The largest Woolworth Store in the world in counter footage, is in the heart of the huge, compact Central New England Market.

Stop a minute to think what this means!

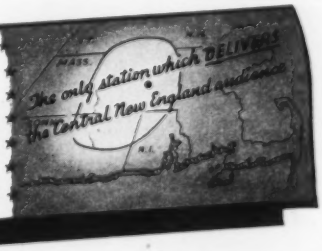
This is no accidental record of size. Woolworth knows from the past the retail sales volume of Central New England . . . and can accurately estimate future potentials.

Woolworth sees Worcester as a big market, worthy of big coverage. WTAG is Worcester's big station, that gives big coverage . . . and coverage from the INSIDE.

When You Buy Time— Buy An Audience

WTAG

WORCESTER



Basic Columbia

PAUL H. RAYMER CO.

National Sales Representatives

Associated with the Worcester Telegram-Gazette

Chairman Fly's Views on FM Future

Text of Speech Shows Chairman's Position On New Medium

Because of the demand from broadcasters unable to attend FM Broadcasters Inc. annual meeting for copies of the address by FCC Chairman James Lawrence Fly in New York Jan. 26, it is published herewith as transcribed by the official reporter:

Mr. President, Major Armstrong, ladies and gentlemen: It is certainly very encouraging to see this great gathering here today, and I think that it is about the biggest and the pleasantest group I have met since the first day of the convention at St. Louis. (Laughter)

You all wanted something from the top, and I noticed that Walter was too modest to read to you the word from the top, so I am going to take the liberty of reading it, on the chance that some of you may not have heard it.

Jan. 21, 1944.

Dear Mr. Damm: Please convey my good wishes to all the broadcasters who are assembled to plan the future of frequency modulation broadcasting in this country. The development of frequency modulation to the point where it affords the basis for a broader and improved broadcasting service to the people of this country represents another forward stride in the development of the highly useful art of radio. So long as our competent scientists in the radio industry are on the job, we can rest assured that this nation will continue to lead in the advance of this science which is so vital to the country and to the world at large.

It is my fervent and confident hope that the broadcasters of this country will keep step with the advancing science and will continue to lift radio broadcasting to ever higher planes of public service.

With my very best wishes to you all, I am

Very sincerely yours,

(Signed) Franklin D. Roosevelt.

I am happy to note the President recognized the significance of the contribution made by the great scientists of this industry. I should think that we today should be remiss and should ever be regretful if we failed to pay tribute to Major Armstrong who has contributed so greatly to this great science.

(The audience arose and applauded.)

We broadcasters are expendable, but without the scientists of this caliber, radio would not be. We broadcasters are wont to crow about our own accomplishments, the great jobs we have done, and, of course, you all have done some great jobs. But we should never long lose sight of the inexorable fact that these great scientists are the men who are utterly inexpendable.

Challenge of FM

Frequency modulation is of age and it has come to stay. Without a doubt, it will have a place of ever-increasing importance in American broadcasting. No one of us can stop it. FM is another radio service. It may be said to be a supplementary service, or an alternative service, but, much much important, it is a higher quality radio service, to remind you again of the simple basic factors of the great lessening of interference and of the high fidelity possibilities offered by this great invention.

The great opportunities of FM represent a challenge to all of us and to the industry's planning agencies, and I would stress the importance of overall, sound, long range planning. Much has to be done. The most readily obvious danger to FM may well be in the hurry-up schemes for mass production. The very quality that distinguishes FM can be choked off at the studio, at the studio transmitter link, in the program transmission lines, at the transmitter, and, not least of all, at the receiver. The frequency range delivered by the processes of frequency modulation can be no broader than the narrowest choke point, from the point of origin to the ear.

But planning is much more important. We have fortunately organized perhaps the most competent group of technical men who have ever been assembled in one organization to aid us all in laying the firm foundation, from an engineering point of view, for this service. Of course, I refer to the Radio Technical Planning Board. I have no doubt that they will have the complete cooperation of the frequency modulation broadcasters, and I want to stress that today we have a golden opportunity. We are developing an ever-increasing efficiency in frequency modulation and in radio art generally, but instead of rushing pell-mell into production, perhaps injurious production, we have what might be called a beneficent stalemate. One of the incidental benefits that have resulted from a thing as gruesome as the war is that we have today this opportunity to get right to the bottom of this thing and to plan it in a thorough-going and orderly way for the development of a broad and efficient comprehensive public service.

FCC Cooperation

We have a great opportunity at this time. While we have the time, I think we ought to avoid the opportunitistic impulses for the sake of having the full development of the potentials of FM in terms of the broad, comprehensive public service upon an optimum engineering and mechanical basis.

At the Commission you will have our every encouragement in this effort. As it is set forth in the Communications Act, we have a duty to make available to all of the people of the United States an efficient, nationwide and worldwide radio service.

We, of course, to a substantial degree all of us, have related problems. There are many uses for FM other than regular broadcasting as we commonly understand it. Educational broadcasting is coming to the fore and must be given continued and increasing recognition. Point-to-point communications will take advantage of frequency modulation.

The many services, fire and police, facsimile, and the many other point-to-point and related radio services, all these and more must be provided for. I do think that the Radio Technical Planning Board, with the cooperation of all of you, will be fully equipped to meet these problems and to render great assistance to the Government on them. I need hardly reiterate that the Commission, and I am sure the Government as a whole, not only welcomes but has sought this very cooperation.

We do want to encourage in every way scientific development and a completely free enterprise, the absence of restraining influences of monopolistic controls, and generally to afford a free and healthy basis for the complete development of a nationwide industry.

That, of course, must be geared to the best opinion of the industry in terms of the soundest engineering principles, and in the light of the ultimate goal which all of us will strive for.

Threshold of Development

FM stands today on the threshold of as tremendous a development as did the AM in the 1920's—perhaps a much greater development and a faster rate of growth. Five hundred thousand receivers were placed in operation between the date of the commercialization of frequency modulation and the freeze orders. That we are going ahead is certain. What we must doubly assure ourselves is against such things as hasty manufacturing on a quantity basis perhaps of all too cheap equipment. Let us not manufacture the very transmitting and particularly receiving equipment which will destroy the great advantages of FM. Let's plan the optimum in terms of the public service made possible by this great invention.

As I said before, time has played into our hands, and I hope we can take full advantage of it.

Before taking up the specific questions which have been submitted to a number of us, I want again to stress the importance of high fidelity. To capture anything approaching the

CONSTABLE, WE'RE TRYIN' NOT TO ZAG (Ky.)!

Parm ush, offisher, but if we landed up in Zag, Kentucky, it wasn't intended. All we want is just to get home to the Louisville Trading Area where folks know us and like us and want us around practically all the time on account of we're NBC and nobody else around there is NBC loud enough to be heard sashfactorly and that's practically a million—hic—no not hic they're mostly city people.

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

5000 WATTS • DAY AND NIGHT

WJW 850

The Blue horizon in Northeastern Ohio, for advertisers with vision.

BASIC BLUE FOR CLEVELAND

Represented Nationally By HEADLEY-REED CO.

benefits of frequency modulation you must have high fidelity. Some of the broadcasters may well need something in the nature of a high colonic irrigation. (Laughter) You don't need high fidelity to get the mentally distorting, cheap emotional droolery of soap operas. (Laughter and applause) Or to get the odds on the seventh at Hialeah, or the continued hawking of money give-away schemes. You can put that stuff out with a baling wire, and that is what it rates.

Redetermine Standards

I think the industry ought to get started today to redetermine what the standard of broadcasting service to the public is going to be, what is high fidelity, and what is it going to mean to the public in your communities.

Now let's take up some of the specific questions that seem to be worrying some of you gentlemen. I can't answer them all, but I will try a few of them.

First, Is it true that FM will replace AM and that eventually all AM stations will have to switch to FM? I found one very clear, convincing answer to this question. Mr. Eric Hoffenstatter of St. Paul, outstanding figure of the Northwest, heavily interested in the milling, lumber, and newsprint industries, who also puts out considerable pulp, says, and I quote: "This is one of the most serious questions facing the radio industry today." (Laughter)

Here is another one: What provisions have been made to cover so-called trade areas in the wide open spaces where trade areas may be so large that it would be impossible to build a tower, and so forth and so forth.

I think the simple solution there is just to plow under the rural areas and leave just enough room for the golf courses and a few concentration camps for the AM addicts. (Laughter) Here is another one: What is going to be done to suppress automobile ignition?

Well, I think you have to get right at the root of that trouble. I suggest that we require the automobile industry to shift to jet propulsion and set up a uniform, consistent speed of 186,000 miles per second, and radio ignition will never catch up with it. (Laughter)

These questions are mimeographed. Didn't you all get copies of them? I don't want you to think this is a light matter at all. These are serious questions.

Here is No. 5: What has FM got that AM hasn't got? (Laughter)

Well, after all, if that is the way you feel about it—(Laughter)

Why Scrap Investment?

Oh, here is a good one: Why should I scrap my present AM investment and start all over with FM when I am making good profits now?

Well, now, doctors advise complete relaxation, and I just wouldn't get excited about it. I would just sit tight and let someone else wreck the business you have on your hands. (Laughter and applause)

Here is a good one: Why should I join FMBI, and what can I get out of it? And there is a mimeographed note by the side of it, "To be answered by Damm." (Laughter) I guess he sure better answer it.

Here is one more: I am only a small operator in a small town. Why should I pay the same dues to FMBI as a large operator?"

That says "To be answered by Damm." I thought some city slicker would have to answer that one. (Laughter)

They have everything except Petrillo in here. (Laughter)

No. 10: Do I have to have an ASCAP license?

Well, I just arbitrarily assign the discussion of that to Deems Taylor.

No. 11: Can I use phonograph records on FM?

Well, not the ones you have been using for the last 11 years. (Laughter)

Construction Permit

No. 12, and this is a honey: Can I get a construction permit for an FM station and wait until I am forced by competition in my town to begin construction?

Why, sure, sure. (Laughter) We will give you a paper, giving you the same sort of protection that the corner drug store gets from the Government, assuring it against the entrance of a competitor in his vicinity.

Here is No. 13: Why didn't the Commission let well enough alone and simply keep on licensing AM stations?

What well enough? (Laughter) Well, I had better assign that question, seriously, to Maj. Armstrong.

Here is No. 14: What will happen to present AM stations if we get thousands of FM stations on the air?

Well, I worried quite a bit about that. I think I have the solution, though. You turn the antennae into lightning rods and turn the studios over to the Tuesday afternoon sewing circle.

No. 15: Am I cutting my own throat by building an FM station and letting my AM listeners get used to FM?

Yes, that is right (laughter), but why go to the trouble of building? Just cut your own throat anyway. That would probably be cheaper. (Laughter)

I don't want to take too much of your time. I have the answers to all of these, though, if you come around.

Here is just one. I think we ought to give attention to this for some of the people from the mountains. No. 29: How can so-called dead spots on the side of hills removed from the transmitter location be taken care of?

I think the thing to do is to get out some bulldozers and take down the hill.

That just illustrates to yo uwhat a little ingenuity can do in this business. (Laughter) And in that regard I do hope that we will all get together on this tremendous task we have and stick together.

Good luck!

Correction

OWNER and operator of KVOO Tulsa is Southwestern Sales Corp., and not Skelly Oil Co., as stated in the Jan. 24 BROADCASTING. Southwestern is an interest of W. G. Skelly, president of Skelly Oil Co.

In Kansas City

the Swing is to WHB

'PHONE US for a summary of swell WHB availabilities: choice, early-evening time around the dinner hour... participation spots on daytime shows for women... sponsorship or participation in Kansas City's newest, most-friendly "hill billy" show (a sure-fire mail puller). As of mid-March, we'll have some good chain-break and minute e. t. spots open, too!—along with news strips and a summer sports summary. Ask Don Davis for details:

KANSAS CITY — Scarritt Building — HArrison 1161
NEW YORK CITY—507 Fifth Avenue—VAnderbilt 6-2550
CHICAGO — 333 North Michigan Blvd. — CENtral 7980
HOLLYWOOD—5855 Hollywood Blvd.—HOllywood 6211

KEY STATION for the KANSAS STATE NETWORK

Kansas City, Missouri • Wichita, Kansas • Salina, Kansas • Great Bend, Kansas • Emporia, Kansas

MONTHS: NOVEMBER-DECEMBER, 1943 — KANSAS CITY
HOOPER STATION LISTENING INDEX
TOTAL COINCIDENTAL CALLS — THIS PERIOD 14,415

MORNING INDEX MONDAY THRU FRI. 8-12 A. M.	Station A 7.7	Station B 10.0	Station C 27.9	Station D 17.4	WHB 30.5	Station E 5.1
AFTERNOON INDEX MONDAY THRU FRI. 12-6 P. M.	Station A 11.1	Station B 8.4	Station C 20.8	Station D 30.6	WHB 25.1	Station E 3.2

NBC AFFILIATED STATION

RICHMOND, VA.

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

5000 WATTS

A long time before Pearl Harbor, Blaw-Knox was working in close cooperation with the U. S. Army and other government departments in the engineering and development of structures for use in connection with electronics for military purposes.

★

Since war was declared we have devoted all of the energy, skill and experience, of a department in our organization which has specialized for many years in problems of this kind, to the design, fabrication and timely delivery of many units which we believe have materially contributed to the conduct of the war.

★

As a result of these and other activities, the Blaw-Knox Division was presented with the Army-Navy "E" Award on July 13, 1943; the highest honor that can be given to civilian effort.

★

The experience gained will prove invaluable in helping our friends in the radio industry to solve the many new problems which they will face as a result of wartime developments.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building . . . . Pittsburgh, Penna.

Radio Support Credited by Cohen With Success of Fats, Nurse, Canning Drives

SUCCESSES achieved by several national war information drives were made possible in large measure by the "wholehearted support" of the radio industry, Philip H. Cohen, chief of the OWI Domestic Radio Bureau, disclosed last week.

In a memorandum to networks, stations, advertisers, agencies and talent cooperating with OWI allocation plans, Mr. Cohen revealed substantial gains in collection of fats and greases, recruitment of nurses, and household canning and preserving. He also presented data showing radio as the most effective media promotion in certain campaigns.

Mr. Cohen cited figures reported to OWI by representative renderers which showed increases of 53% to 138% in weekly collections of salvaged household fats as the result of a campaign following the introduction Dec. 13 of the points-for-fats system. Radio promotion for the drive was handled through OWI Special Assignments and the Women's War Program Guide and unallocated messages carried by advertisers on network shows.

Another radio "success story" listed by Mr. Cohen was a three-week recruiting drive for the Cadet Nurse Corps which ended Jan. 16, 1944 and brought 33,000 inquiries to a postoffice box address used only in radio appeals. This brought the total number of radio-stimulated inquiries to nearly 200,000 since the first drive for nurses started in December 1942, exclusive of many thousands who applied at local hospitals. A majority of the applicants were found to be acceptable for training.

Evidence of the part played by radio in the campaign to promote home canning of fruits and vegetables last summer, Mr. Cohen pointed out, was shown in a recent Gallup poll which credited the OWI campaign with increasing home canning activities. Radio announcements last July and August brought in 1,500,000 requests for the booklet "Wartime Canning of Fruits and Vegetables."

The OWI official also pointed to a special survey by the Treasury Dept. which showed that during the Third War Loan the proportion of people mentioning *radio* as the "type of War Bond promotion found most appealing" jumped 29% over the Second War Loan. In this connection, Radio Bureau monitors have been impressed with the high quality of the appeals carried on the radio for the Fourth War Loan. The character of the messages and the manner of delivery show a sincerity, originality and imagination which surpass previous War Bond drives, the Bureau declares, and have brought praise from Treasury officials directly charged with the promotion of the campaign.

Gilbert Plans Disc Firm

DICK GILBERT, record m.c. of WHN New York, has begun plans for a recording business which will release discs featuring his own vocal interpretations with orchestral accompaniment. Mr. Gilbert said last week that he had applied to Albany to determine what names were available for the firm. He has made arrangements with the recording studios of WOR New York to make two initial records.

Accurate Photo-Copies of Music, Script and Data for Sponsors

Schedules, script, music, schedules for advertisers, and "fan" mail are copied with photo-exact accuracy by A-PE-CO. Errors are impossible. A-PE-CO even copies direct from blueprints, such as wiring diagrams. Experience proves that A-PE-CO pays for itself quickly. This modern method assures accurate, permanent, easy-to-read A-PE-CO photo-copies.

Legally Accepted Photo-Copies of

● Letters ● Pictures ● Documents ● Drawings ● Records ● Receipts ● Blueprints ● Shop orders

A-PE-CO "photo-exact" copies are permanent, easy-to-read. Same-size copies up to 18" x 22" made easily and quickly. Mistakes are impossible. Any girl or boy quickly becomes expert. Saves steno-copying, proof-reading, tracing. No camera or film. Nothing to get out of order. Use on any desk or table.

This modern, versatile method assures accuracy in every department. Make sure your copies are "A-PE-CO-perfect". Immediate delivery. Write for A-PE-CO folder, today!

AMERICAN PHOTOCOPY EQUIPMENT CO.
2849 N. Clark St., Dept. FP-24, Chicago 14, Ill.
Representatives in principal cities.
In Canada: Railway & Power Eng. Corp., Ltd.

SPORTS
WHN WHN WHN WHN
MUSIC
1050 1050 1050 1050
NEWS
WHN WHN WHN WHN
WHN
DIAL 1050-50,000 WATTS

WLB Urged to Aid White Collar Men

Radio Personnel in Critical Work Areas Would Benefit

RECOMMENDATIONS that the National War Labor Board simplify, where possible, its forms and procedures to facilitate salary increases among the "white-collar" class, were made last week in a joint statement by Sen. Elbert D. Thomas (D-Utah), chairman of the Senate Committee on Education & Labor, and Sen. Claude Pepper (D-Fla.), chairman of a subcommittee on Wartime Health & Education, following a week's hearings.

The subcommittee is scheduled to meet at 10 a.m. Wednesday (Feb. 9) in room 357, Senate office building, to hear A. F. Hinrichs, Commissioner of Labor Statistics. Testimony during the week of Jan. 21 disclosed, said the joint statement, that some "20 million Americans and their dependents are living on incomes that have not risen appreciably . . . while prices have moved up sharply, with the consequence that living standards have been drastically cut."

Price Control

Rigid control over the price structure and a stringent stabilization policy were strongly urged in the statement as a "responsibility of the Federal Government". Action should be taken to "unfix" the fixed incomes, "to bring them into line with new price levels, and to provide such relief from taxes and other financial burdens as can be furnished consistently with prosecution of the war," the statement said.

Although no radio interests appeared at the hearings, every station in the critical manpower areas is affected under the wage freeze of April 1, 1943, it was pointed out. It was learned that some Washington stations attempted to give wage increases to employes but that the WLB Philadelphia office, which controls the Washington area, rejected them under the freeze order.

WOR HITS NEW HIGH IN DOLLAR VOLUME

TOTAL SALES of WOR New York for the fiscal year ending Jan. 31, 1944 show a 23% increase in dollar volume over the previous all-time high in 1941, according to Eugene S. Thomas, sales manager. Renewals represented 80% of the total sales.

Dollar volume for the film industry is 317% over the 1942 total. Metro-Goldwyn-Mayer, sponsor of *The People's Reporter* on WOR and its parent network, Mutual, is the largest advertiser in terms of billings, followed by 20th Century-Fox Film Corp., while the leadership is reversed in the number of individual films advertised on WOR.

Jack Lowe, account executive of WOR, received a watch for having passed the million-dollar mark in total time sales—the third WOR executive to achieve this. Otis Williams and George Schmidt each obtained $500,000 worth of business and John Nell and William Crawford exceeded $100,000 in new business.

Englander Bed on CBS

ENGLANDER BED Co., Brooklyn, a division of Superior Felt & Bedding Co., understood to have signed for the Friday 7:15-7:30 p.m. on CBS, starting March 15. Agency is Biow Co., New York.

COCA-COLA program *Songs of Morton Downey,* heard on the Blue, started a six-week cross-country tour with a visit to Chicago Feb. 1. Show will make appearances at Army Camps and at War Bond rallies.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER FOR NOVEMBER & DECEMBER, 1943

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A 13.2	WGRC 27.7	B 32.7	C 25.8
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A 27.1	WGRC 30.6	B 24.5	C 15.9
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A 41.8	WGRC 13.7	B 34.4	C 8.6

WHAT BETTER PROOF of an audience can you ask for?

WGRC Mutual

LOUISVILLE'S TRADING AREA

= 47% OF KENTUCKY'S POPULATION

= 57% OF ITS BUYING POWER

Burn-Smith • National Representatives

WBNX 5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE • FOR DEFENSE BUY U.S. BONDS TODAY

Special Broadcast to the Land of "WRITHING SONS!"

A variety show, indeed . . . the rhythm of booming guns . . . the quickening tempo of marching feet . . . and the whining whistle of a block-buster.

From the foxhole in the jungle to the cockpit of a "fighting Tiger" . . . Gates' communications equipment helps form the network for this "broadcast" of American anger no Jap will ever forget!

Yes, the same Gates whose equipment you'll find throughout the broadcasting industry . . . is now a name that will be remembered wherever the action is the thickest! In tanks, jeeps, planes, ships and mobile units . . . Gates communications takes the roughest handling and comes back for more!

Back of Gates' ruggedness and performance are new production techniques . . . new engineering developments . . . that keep our enlarged plant busy . . . but tomorrow, these manufacturing "know-hows" will be applied to providing better performance and greater economy . . .

in the meantime, our engineering staff is ready to assist and advise on the maintenance of your present equipment—whether you are Gates-equipped, or not.

Gates RADIO AND SUPPLY CO.

QUINCY, ILLINOIS, U. S. A.

Manufacturing Engineers Since 1922

WE LIKE ADVERTISERS

especially the 261* national and regional advertisers who helped to make 1943 our biggest year to date

* And more than 155 advertisers whose business is strictly local in nature.

KSO BASIC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES

Affiliated with Des Moines Register & Tribune

Represented by The Katz Agency

Ryan Elected NAB President

(*Continued from Page 11*)

by the board last July, were: J. O. Maland, WHO Des Moines; John J. Gillin Jr., WOW Omaha; Paul W. Morency, WTIC Hartford; James D. Shouse, WLW Cincinnati, and G. Richard Shafto, WIS Columbia, S. C.

Mr. Miller promptly advised the board that he felt Mr. Ryan should take over at the earliest possible date. In a statement to BROADCASTING (see text on page 10) he recounted the attainments of the NAB during his nearly six years of stewardship, including the victorious ASCAP fight, the AFM campaign, legislation, and radio cooperation in the war effort. He extended to Mr. Ryan "my very best wishes for a most successful administration."

While the board was in session Thursday, announcement of the return to the association of two prominent broadcasters, representing nine stations, was made. Ed Craney, Montana broadcaster now serving ex officio with the Senate Interstate Commerce Committee, and O. L. (Ted) Taylor, Texas broadcaster, submitted applications for return to NAB membership. The applications were approved at the meeting. Both broadcasters had been at loggerheads with NAB direction and had withdrawn their stations. The Taylor-Howe-Snowden stations are:

KGNC Amarillo; KTSA San Antonio; KFYO Lubbock and KRGV Weslaco. The Craney-Symons stations: KGIR Butte; KFPY Spokane; KXL Portland, Ore.; KPFA Helena and KRBM Bozeman. Mr. Craney, it is reported, expressed his opposition to network membership in the NAB in telephonically applying for reinstatement of his stations.

With the additions, the NAB membership now totals 555 stations, 18 associate organization members and two networks (NBC and CBS). Blue and Mutual are not now members.

Postponement of the annual meeting scheduled for New York in April was decided upon to permit the new Ryan administration to become oriented, and also because of the plea of Joseph B. Eastman, ODT director, that organizations cancel all spring meetings in view of war travel conditions. While Mr. Arney completed arrangements to hold the Chicago session at the Palmer House from Aug. 28-31, formal confirmation was withheld pending specific approval of ODT.

Before Mr. Arney made these plans the board announced that in cooperation with ODT and in recognition of the congested travel and hotel conditions prevailing, it had decided to cancel all plans for a victory-war conference in New York in April. Mr. Arney, the board stated, had been instructed to ascertain hotel and other available dates in the period between Aug. 15 and Sept. 15.

Two-Day Meeting

The board met at the Palmer House all day Wednesday and the forenoon of Thursday. There were 21 of its 25 members present. F. M. Russell, NBC Washington vice-president, did not vote on the Ryan appointment, or on a previous ballot on the proposed reappointment of Mr. Miller upon expiration of his term. That vote was 12 to 8 against entertaining such a proposal. Mr. Miller and Mr. Arney were not present during the executive sessions on Wednesday when the election report was discussed.

Wednesday afternoon a committee comprising Herb Hollister, KANS Wichita, Roy Thompson, WFBG Altoona, Nathan Lord, WAVE Louisville and Barney Lavin, WDAY Fargo, called on Mr. Miller, to advise him of the board action. Mr. Miller afterward made his statement, and presided over the remaining sessions.

Members of the board unable to attend the meeting were: James W. Woodruff Jr., WRBL Columbus, Ga.; Hugh A. L. Halff, WOAI San Antonio; Harry R. Spence, KXRO Aberdeen, Wash., and Frank King, WMBR Jacksonville, Fla.

Aside from those mentioned, board members present were: Kolin Hager, WGY Schenectady; Hoyt B. Wooten, WREC Memphis; John E. Fetzer, WKZO Kalamazoo; Leslie C. Johnson, WHBF Rock Island; E. K. Hayek, KATE Albert Lea Minn.; William B. Way, KVOO Tulsa; Ed Yocum, KGHL Billings; Calvin J. Smith, KFAC

FAMOUS FIRST WORDS

RICHARD

Get the Flemolyn!

That's the way Mrs. Jean Morone of 48-37 188th St., Flushing, L. I., greeted Joe Tobin when he called her on the HOUSEWIVES JACKPOT, on Monday, January 17th. Knowing the product of the day she won the $1,000 Jackpot.

Flemolyn is one of four participants on the HOUSEWIVES JACKPOT, heard every Monday through Saturday—10:30-11:00 on WINS. There is still time for participation for your product.—Call or write

$1000

WINS NEW YORK

10,000 WATTS ... 1010 ON N. Y. DIAL

GENNETT • SPEEDY-Q

Sound Effect Records

LARGEST LIBRARY IN THE WORLD

All $2.00 Each

INCLUDING LATEST ACTUAL WARFARE EFFECTS

IMMEDIATE DELIVERIES

Order From Nearest Office

CHARLES MICHELSON
New York, N. Y.
67 W. 44th St.

STARR PIANO CO. Richmond, Ind. So. 1st and B Sts.
STAR PIANO CO. Los Angeles, Cal. 1344 So. Flower St.

Los Angeles, and Paul W. Kesten, CBS vice-president and general manager.

Mr. Ryan's selection culminated a search of more than a year. One segment of the board and of the membership favored a "practical broadcaster" to head the association; another an important public figure. Mr. Ryan was sought as a man who met both qualifications, by virtue of his background as a broadcaster since 1928. And since the war, his performance as radio censor has won the acclaim of those both in radio and in public life.

Mr. Ryan entered radio with his brother-in-law, Lt. Comdr. George B. Storer, through purchase of WTAL, now WSPD Toledo. Mr. Storer is president of Fort Industry, but is on leave while on active service in the Navy, attached to the 9th Naval District in Chicago. Thoroughly familiar with NAB operations by reason of two tenures on its board and as chairman of its Budget Committee, Mr. Ryan will be no stranger to the job.

Mr. Miller became the NAB's first paid president in 1938 under a broad-gauged reorganization. Theretofore the presidency had been held by an active broadcaster for a customary one-year tenure, with the executive direction of the association reposing in the managing director. That office was abolished with the establishment of the paid presidency.

A former mayor of Louisville, and business manager of Princeton U. at the time of his election, Mr. Miller was highly commended for his victorious music copyright fight, which he entered when he took over the presidency. Several previous efforts to reorganize the NAB failed, the last in July, when the Nominating Committee was created by the board itself to bring in a recommendation for the presidency upon expiration of Mr. Miller's term. The committee fulfilled its mission with its report to the board last Wednesday at the session called for that express purpose.

WCBI Columbus, Miss., has renewed its affiliation with Mutual under the terms of the new station affiliation contract announced by Miller McClintock, MBS president [BROADCASTING, Nov. 22].

"Mama! Daddy zoomed in—just like Captain Midnight on WFDF Flint!"

Baseball Sponsor

WALGREEN Co., Chicago (drug stores), and P. Lorillard Co., New York (Old Gold) will co-sponsor all Cubs and White Sox baseball games in the 1944 season on stations WIND and WJJD Chicago, exclusively. WIND will broadcast all home and out of town games as well as 14 home night games for the White Sox, while WJJD will cover home and out of town daytime games for the Cubs. Walgreen Drug stores and Old Gold cigarettes will alternate sponsorship of games on both stations. Walgreen account is handled by Schwimmer & Scott, Chicago, while J. Walter Thompson, N. Y., is the agency for P. Lorillard Co.

Flamm Amends Suit

MOTION to amend the suit of Donald Flamm against Edward J. Noble from a suit for rescission of the sale of WMCA New York by Mr. Flamm to Mr. Noble in 1941 to a suit for damages was made in the New York Supreme Court last Monday by Philip Handelman of Handelman & Ives, attorneys for Mr. Flamm. Plaintiff is asking for $2,925,000 damages under the provision that where fraud is concerned, as Mr. Flamm alleges, triple damages will be awarded. Mr. Flamm claims actual damages of $975,000. Change in nature of the action follows the purchase of WMCA from Mr. Noble by Nathan Straus, former United States Housing Administrator, subsequent to Mr. Noble's purchase of the Blue Network.

Broadcast Tribute Is Paid to Clapper

FELLOW commentators and high Government officials joined in a radio tribute to Raymond Clapper on the Mutual Network last Thursday, the day of the announcement of his death in a plane crash in the Marshall Islands. White Owl Cigar Co., sponsors of his 10-10:15 p.m. nightly spot on Mutual, relinquished the time for the broadcast.

Frank Mason, former vice-president of NBC, and now special assistant to the Secretary of the Navy, who left the U. S. with Clapper and had traveled with him, was not involved in the crash, according to the Navy.

Marlin on 45

MARLIN FIREARMS Co., New Haven, has started a series of spot announcements for razor blades on some 45 stations according to Craven & Hedrick, New York, agency in charge.

Clinton Watch Test

CLINTON WATCH Co., Chicago, has placed its first advertising campaign through Malcolm Howard Adv. Agency, Chicago. Time signals are being used in the Chicago area on WGN and WCFL.

JOHN GUNTHER, Blue commentator and author, now on vacation, is being replaced by guest substitutes on the Clark Candy Sunday program *Where Do We Stand.*

WHAM

"Your Western New York Salesman"

ROCHESTER, N. Y.

50,000 Watt...Clear Channel...1180 on Dial...Affiliated with the National Broadcasting Company and The Blue Network, Inc.

National Sales Representative: GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

CRASH THE RICH COASTAL CAROLINA MARKET WITH

WNBH

New Bern North Carolina

. . . Serving a thriving city . . . a bang-up trade territory—and 3 of the world's largest Military Bases!

CONTACT DIRECT . . . THE COASTAL BROADCASTING CO., INC. NEW BERN, NORTH CAROLINA LOUIS N. HOWARD, Pres.

AFFILIATED WITH THE KEYSTONE BROADCASTING SYSTEM

SALES FLY HIGH
WHEN YOU BUY
WBAL
BALTIMORE'S
Blue Network Outlet
John Elmer, President
Geo. H. Roeder, Gen. Manager
FREE & PETERS
Exclusive National Rep.

WMCA Sale to Be Probed

(Continued from page 12)

sented Mr. Noble; William Weisman, vice-president and attorney of the Knickerbocker Broadcasting Co., as well as Sydney Flamm, brother of Donald and former commercial manager of WMCA.

When Mr. Noble filed application before the FCC on Dec. 2, 1940, to acquire WMCA, Mr. Flamm protested. On Dec. 17, 1940, however, the FCC approved the transfer, which involved $850,000 cash. Rep. Wigglesworth (R-Mass.), member of the House Appropriations Committee and of the Select Committee, requested full details of the sale from the FCC at the time the deal was consummated. He is understood to have insisted to Chairman Lea that the WMCA investigation be completed before the Commission's defense is presented.

Mr. Corcoran, reported to be preparing for a mission to China, will appear before the investigators Tuesday, according to Committee headquarters. He was served with a subpena late last week.

At the hearing last Tuesday Miss Merrill told the Committee that Mr. Teitgen instructed her to "pad" worksheets for two typists and to "keep it quiet".

Under examination by Eugene L. Garey, Committee general counsel, Chairman Lea and Rep. Wigglesworth, Miss Merrill identified worksheets, told the Committee that she was instructed to "cover up" the absence of one stenographer from June 22 to July 26, 1943, and to see that another was given a good production record, despite the fact that Miss Merrill said the typist in question "wrote letters and read *True Story* magazine" while on duty.

"True" Records Kept

Miss Merrill told the Committee that Mrs. Lulu Martin Adderley, stenographer, was in a hospital from June 22 to July 26 last year but that she had been instructed by Mr. Teitgen to "sign her in and out" and turn in worksheets for Mrs. Adderley during her absence. The former secretary, who last week enlisted in the WAC, also testified that Mr. Teitgen instructed her to take up a collection among employes to pay for Mrs. Adderley's hospitalization and arrange to have other typists do her work on their off days.

The former secretary, who said she resigned voluntarily from the FCC last Sept. 21 because "things were so unsettled", also told the Committee, after identifying a worksheet which showed that Mrs. Katie Hopkins, another stenographer, worked full-time: "She went home about 10 o'clock." Introduced into the record, in addition to the alleged falsified reports, were documents which Miss Merrill identified as "true records before they were falsified".

Miss Merrill said that when Mrs. Adderley went to the hospital, Mr. Teitgen instructed her to "take up a collection and ask the other girls to work on their days off". She asserted that some of the girls refused to work extra and that "Mr. Teitgen went around and induced them to work".

"Generous" Says Fly

With reference to Mrs. Hopkins, Miss Merrill testified that she frequently went home early and that Mr. Teitgen made her his secondary secretary to "get her a raise". When Chairman Lea asked if Miss Merrill had discussed Mrs. Hopkins with her supervisor, she replied: "Yes, he liked her."

Mr. Garey read into the record testimony of Robert D. Leigh, FBIS chief, and FCC Chairman James Lawrence Fly given Jan. 19 before the Independent Offices subcommittee of the House Appropriations Committee, in which Mr. Leigh, referring to the alleged falsification of records, said:

"The case was fully investigated and there was an irregularity. . . . The irregularity was discovered and the records were corrected; the immediate supervisor resigned and went into the Army and, as a matter of fact, the thing was cleared up in that way." Chairman Fly added:

"And the other people would come in and take over her duties in order that she would not have her pay docked . . . and while, as Dr. Leigh says, it was irregular, it was with the most generous intentions on the part of the people who participated in the irregularity."

Although in open hearing no mention was made of their race, both Mrs. Adderley and Mrs. Hopkins are Negroes, according to Committee members who questioned Miss Merrill and others in executive session.

Mr. Garey read into the record a brief biography of Mr. Teitgen in which he said the former FCC supervisor was born in Manitowoc, Wis., spent some six years studying in Germany, was inducted into the Army in September 1942 but placed in the enlisted reserve at the behest of Harold N. Graves, then assistant FBIS director (now a naval ensign). Mr. Teitgen was returned to active duty following his resignation from the FCC.

CHANGES AT BLUE CENTRAL DIVISION

MAURICE ELLIS, associated with NBC's central division for 13 years, and Jill Anderson, for two and a half years with the NBC transcription department, have been appointed to head the Blue Network's central division announcing staff and transcription department respectively, James L. Stirton, program manager of the division, announced last week. Mr. Ellis has recently been supervising remote dance band pickups for the Blue. Miss Anderson has been conducting a program on WENR Chicago.

Personnel of the Blue's central division news staff were also named last week by Gene Rouse, manager of the newly organized news and special events department. Vedder Stevens, formerly with the NBC newsroom in Chicago, and KOIL Omaha, will be Mr. Rouse's assistant.

Other staff members of news and special events include Mervin Clough, formerly of WIBA Madison, Wis., and the United Press in Milwaukee, and Rachael Bottorff, formerly with CBS special events department in Chicago, and before that in UP's radio division in that city. Newsroom is to be located on the 18th floor of the Merchandise Mart, with seven newsgathering machines—providing 24-hour coverage from AP, UP and INS.

New additions to the division's sales promotion department include Don O'Meara, formerly of WLW Cincinnati, as assistant to E. J. (Mike) Huber, sales promotion manager of the division, and E. E. Hale, also from WLW, as sales research manager, assisting Jerry Vernon.

SONORA RADIO & Television Corp., Chicago, is extending the distribution of its Sonora phonograph records to nationwide proportions. Company does all of its recording at the studios of WOR New York.

The TEXAS RANGERS now
Selling Beer on KVOD Denver
...also selling many other products on many other stations.
George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

ADVERTISING LEADERS who participated in sessions of the Pacific Advertising Assn. convention held in San Francisco, Jan. 28-29, are (l to r): Robert S. Hunter, president Hunter Adv. Agency, Oakland, Cal., vice-president of the PAA; Don Belding, of Foote, Cone & Belding, chairman, board of trustees, PAA; George Weber, partner, MacWilliams, Cole & Weber, senior vice-president, PAA; Joseph Cornelius, assistant cashier, First National Bank of Spokane, vice-president, PAA.

Pacific Ad Assn. Holds Annual Meet

Advertising's Post-war Place Heads Conference Agenda

PACIFIC ADVERTISING ASSN. held its mid-winter conference January 28 and 29 in San Francisco's Fairmont Hotel. Recommendations of the association included the importance of helping the war effort, cooperating with the War Advertising Council and of bringing the various war campaigns to a close relationship with the advertising programs in the individual communities.

Speaking at the session Maurice W. Heaton, vice-president of Williams, Lawrence & Cresmer, Los Angeles, urged the necessity for advertising to take steps to insure its position in the post-war economy. Other speakers were Charles W. Collier, managing director of the Association, and Robbins Milbank, manager of the San Francisco office of Young & Rubicam, and chairman of the group's war activities committee.

Collier declared that the Association had made hundreds of contacts with educators, consumer groups and others and that in the opinion of all, advertising was doing a great job for the war effort. He said that advertising must continue its efforts to eliminate untruths and that the industry should work towards a better understanding and appreciation of its values, place and responsibility in the post-war period.

Association Cooperates

Explaining how the Association had cooperated in the war effort, Milbank told of campaigns with the American Red Cross, the Army Air Corps and the WACS. Reports on the activities of the various districts were turned in by George W. Kleiser, president of Foster & Kleiser, San Francisco; Joseph Cornelius, advertising manager, First National Bank, Spokane; Walter Wagstaff, commercial manager, KDYL Salt Lake City; John W. Davis, vice-president, Ramsay Sign Co., Portland, Ore.; Robert S. Hunter, president, Hunter Advertising Agency, Oakland; Charles A. Storke, associate publisher, *Santa Barbara News Press*; and Edith Grundig of the Phil Meany Advertising Agency, Los Angeles.

The Association voted to continue its market study on grade labeling and to name a committee on labor cooperation. Fresno was selected as the meeting place for the 41st annual convention at an undetermined date in June.

Radio Executives' Club Hears Pumphrey on FM

FM was the theme of the Radio Executives Club luncheon last Thursday in New York at which P. R. Pumphrey of Maxon Inc., delivered his paper, "What an Advertising Agency Found Out About FM." The General Electric film explaining the fundamentals of FM was exhibited under the direction of Paul Yergens of GE.

Among the guests were: Theodore C. Streibert, WOR, Walter Damm, WTMJ Milwaukee, John Shepard, 3d, Yankee Network, Sydney Robbins, WSBA York, Pa., Ivan H. Dattels, Street & Smith, Charles Stahl, WDAS Philadelphia, E. Meredith Terry, Southwestern Drug Co., Dallas, Lawrence J. Heller, WINX Washington, Harold Higgins, WING Dayton, Chester Herman, WLW Cincinnati, Leon Goldberg, Adam Hat Stores, C. M. Finney, AP, Nata Addis, American Network, Pvt. Gil Braun, former radio producer, and Allen M. Woodall, WDAK Columbus, Ga.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

$19,610,000

That's Sales Management's estimate of retail sales in Hartford for March, an increase of 12.3% over last year! Hartford is the center of the rich WDRC Market, delivered to all advertisers at one low rate!

CONNECT IN CONNECTICUT!

CBS

PROGRAM THE HEADLINERS!

NBC RECORDED PROGRAMS

For example:

THROUGH THE SPORT GLASS

with SAM HAYES

A new series of 26 quarter-hour programs. Thrilling moments in sports-history . . . famous figures in the sports-world . . . made vivid and exciting by Sam Hayes, ace sportcaster. Little known facts . . . dramatic re-enactments . . . covering the whole field of sports. Successfully sponsored by beverages, sports equipment, clothing firms and makers of other products of interest to men. Ask for presentation, audition records, availability data, *today*.

★ ★ ★

Many other NBC Recorded Programs—5 minutes to half-hour.

National Broadcasting Co. NBC A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill. Treas-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

NEW FACTS ON WHAT MAKES PEOPLE WRITE

The "Complete Mail Study" recently published by KMA gives some new facts on the types of radio offers that produce the greatest response.

It was found that listeners are 2.9 times more responsive to catalog offers than they are to booklet offers. They are 21.3 times more responsive to catalog offers than to "Write for More Information Today" appeals.

That it is as easy to sell samples of the product as it is to give them away was another important discovery. Furthermore, that it is 2.2 times easier to sell premium offers than it is to send them out free.

If you haven't got your copy yet of this "Complete Mail Study" containing these and dozens of other important facts, perhaps you can still get one—if you write now, to the KMA Research Director. A limited supply is yet on hand.

If you aren't getting your maximum from the No. 1 Farm Market, perhaps you can—if you write KMA about your schedule today.

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, Inc. Exclusive National Representatives

BLAZING NEW SALES IN IDAHO

KSEI
POCATELLO · IDAHO

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day
1000 Watts Night
950 kc.
Spartanburg, S. C. CBS
Represented by Hollingbery

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Time Sales Record

(*Continued from page 9*)

pling, nevertheless a number of tendencies seem reasonably clear with regard to 1943. Barring the smallest stations, situated in the poorest markets, stations of all classes seem to have fared well during the year just passed. Non-network advertising on 50 kw clear channel stations seems to have increased about 25% during 1943 with somewhat greater increases having taken place in local volume than in national and regional non-network business. Saturation of the most desirable hours with network programs probably is an important factor in explaining this interesting development. Gains seem to have been somewhat less on 5 to 25 kw clear channel stations.

Increase on Locals

National and regional non-network volume on unlimited time regional stations seems to have increased slightly less than 15%, while local volume seems to have gained approximately 20%.

One of the most interesting developments of the year was an increase of between 40% and 45% in national and regional business on unlimited time local stations. Undoubtedly one of the important reasons for this development is the extension of network facilities to increasing numbers of local stations; since national non-network business tends to follow network affiliation. This gain also quite probably can be explained in part by the relative saturation of full time clear channel and regional stations and by the emergence of a number of secondary markets to major importance due to war-time shifts in industry and the proximity of army camps.

Comparison With Pre-War Years

Following a brief period of uncertainty in 1942, when volume increased less than usual, radio advertising has forged steadily ahead during the war years. Estimated net time sales in 1943 were 80% greater than in 1939—the year of the outbreak of the European conflict—and were 29.5% above the level of 1941 when this country entered the war.

Gains have been fairly general throughout the medium since 1941, national network volume having increased 31%, national and regional non-network advertising 34% and local broadcast advertising volume 25%.

Increases since 1939 have been as follows: national networks, 54%; national and regional non-network, 90%; and local, 87%. The greater relative gain of the non-network volume since 1939 reflects a general trend toward those portions of the medium which had been active ever since the recovery from the 1929-1933 depression.

Total *net time* sales for the last seven years are set forth in the following table:

Total Radio Net Time Sales 1937-1943

Year	Net time sales	% Change from Previous yr.
1937	$117,903,973	
1938	117,379,459	— 0.4%
1939	129,968,026	+10.7%
1940	155,686,247	+19.7%
1941	179,753,217	+13.3%
1942	191,973,434	+ 6.6%
1943	233,900,000 (Estimated)	+21.8%

National Network Advertising by Class of Product

Practically all product groups increased their network advertising expenditures during 1943, the only exception being the soap, cleanser and household product classification which declined 2.6%.

Automotive advertising led the field in relative increase with a gain of 112.0% followed by an increase of 102.1% in the volume of the miscellaneous group. As mentioned previously, this was due primarily to the entrance of new forms of business into the radio field and even more, probably, to the increase in institutional advertising.

Financial advertising volume rose 84.7% during the year, due mainly to increased insurance volume. Advertising by electrical household equipment manufacturers rose 65.2% due mainly to new institutional programs.

Food advertising increased 28.1% and still remains the backbone of network business, together with the pharmaceutical and cosmetics fields. Network volume of the latter product group rose 26.6% during the year.

Advertising by household equipment manufacturers gained 13.2% over the 1942 level, while advertising of cigarettes and other smoking materials rose 16.6%.

ESTIMATED NATIONAL NETWORK GROSS BILLINGS BY PRODUCT GROUPS

Product group	1942* Gross billings	% Total	1943 Gross billings (Estimated)	% Total
Automobiles & accessories	$ 3,498,000	3.0	$ 7,420,000	4.9
Clothing	1,043,000	0.9	1,382,000	0.9
Electrical household equipment	615,000	0.5	1,016,000	0.7
Financial & insurance	582,000	0.5	1,075,000	0.8
Foods, food beverages & confections	32,643,000	28.3	41,824,000	27.8
Gasoline and oil	5,375,000	4.7	7,056,000	4.7
House furnishings, etc.	577,000	0.5	729,000	0.5
Soap, cleansers, etc.	11,780,000	10.2	11,500,000	7.7
Smoking materials	16,293,000	14.1	19,007,000	12.8
Toilet goods & pharmaceuticals	34,612,000	30.0	43,809,000	29.0
All other	8,387,000	7.3	16,973,000	11.2
Total gross billings	$115,405,000	100.0%	$151,791,000	100.0%

* *Source: Current Survey of Business.* Bureau of Foreign & Domestic Commerce, U. S. Dept. of Commerce.

N. Y. Women's Meeting

HOW WOMEN can help radio serve the public will be discussed at a luncheon to be held by the New York City Federation of Women's Clubs in the Bar Bldg., New York, Wednesday, Feb. 16. William R. Stuhler, radio director of General Foods Corp., and William F. Werner, director of consumer information of Procter & Gamble Co., will address the meeting. Other speakers include: Anita L. Barnard, NBC; Dorothy Day, WINS; Janice Grandy, WAAT Newark; Grace M. Johnson, Blue; Mary Jane Kroll, WABC; Robert M. Scholle, WLIB Brooklyn, and Helen J. Sioussat, CBS.

Brown Shoe Regional

BROWN SHOE Co., St. Louis, on Feb. 26 will begin sponsorship of a new weekly quarter-hour juvenile program, *Smilin' Ed McConnell & His Buster Brown Gang*, from 3-3:30 p.m., Saturdays, on 9 NBC mountain and west coast stations. The songs and patter show is designed for children 2 to 12 years old. Agency is Leo Burnett Co., Chicago.

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is The Beeline

THE BEELINE
RENO - KOH
SACRAMENTO - KFBK
STOCKTON - KWG
FRESNO - KMJ
BAKERSFIELD - KERN

McClatchy Broadcasting Company
Sacramento, California

Robert A. STREET
National Sales Manager

Paul H. RAYMER CO.
National Representatives

MEETING of the Board of Directors and stockholders of Mutual, at the Waldorf-Astoria, New York, Feb. 2 (l to r): J. E. Campeau, CKLW Detroit-Windsor; Edward Davies, WIP Philadelphia (substitute for Benedict Gimbel); Theodore C. Streibert, WOR New York; John Shepard III, Yankee Network; Leonard Kapner, WCAE Pittsburgh and Hope Barroll Jr., WFBR Baltimore. Seated, E. M. Antrim, WGN Chicago; H. K. Carpenter, United Broadcasting Co., Cleveland; Miller McClintock, MBS president; Lewis Allen Weiss, Don Lee Network; and W. E. Macfarlane, WGN Chicago. Alfred J. McCosker, chairman of the board of directors, was not present when the picture was made.

New Mutual Budget At All-Time High

Board Announces 26 Stations Have Signed New Contract

ON THE BASIS of the 1943 billings, which reached an all-time high of $13,841,608, Mutual's board of directors, meeting in New York last Wednesday, Feb. 3, approved the largest operating budget in the network's history. Board meeting brought to a close a three-day session which opened with a conference of the program operating board Monday, followed by a meeting of the executive committee on Tuesday.

Mutual did not reveal the budget figure, but announced that since November a total of 26 stations had signed the network's new standard affiliation contract. Among the eight new stations to sign the contract is WEBR Buffalo, operated on 1340 kc with 250 w, which has just joined the network, bringing the total number of MBS affiliates to 218.

McClintock Presides

Miller McClintock, MBS president, presided in the absence of Alfred J. McCosker, chairman of the board. Network ratings, sales operations and other policy matters were discussed. A feature of the meeting was the presentation of a recorded 53-minute review of 1943 activities by Mutual department heads and talent.

Program heads of key Mutual stations, and network officials, comprising the program operating board, discussed over-all schedules, ratings and news operations on Monday with Mr. McClintock and Adolph Opfinger, program director, presiding. Speakers included Allen Decastro, director of commercial programs and head of the Latin American Department; Lt. Sam Zagon, Army Air Forces; Seymour Korman, correspondent for Mutual and the *Chicago Tribune*, and Dick Connor, director of station relations. Tom Slater, director of special features and sports, went over plans to cover the national party conventions, details of which are expected to be announced this week.

W. E. Macfarlane, of WGN Chicago, who is chairman of the executive committee, presided at the Tuesday meeting of that group. Both the executive committee and the board of directors will meet again in April.

Court Dismisses Libel Suit Against Winchell

SUIT filed against Walter Winchell, his broadcasting sponsor, Andrew Jergens Co., Cincinnati, and the Blue Network, was dismissed Feb. 1 by Federal Judge Barnes, who ruled that no libel had been shown in the complaint filed by George Washington Robnett, executive secretary of the Church League of America. Robnett's $1,000,000 libel suit alleged that Winchell had conspired to defame him and his colleagues during Winchell's discussion of the book *Undercover* and over three broadcasts, July 25, Aug. 1, and Sept. 1943. In the ruling, Robnett was allotted 30 days in which to file an amended complaint.

Press Subsidy Reported

A SUBSIDY bill to authorize the Treasury to spend 12½ to 15 million dollars annually for War Bond advertising in small newspapers was approved last Friday by the House Ways & Means Committee. It was an amended composite of legislation proposed by Reps. Cannon (D-Mo.) and Mills (D-Ark.). Similar legislation, the Bankhead Bill (S-1457), was passed by the Senate last fall.

AFM to Consider Net Action on FM

MOVES of NBC and CBS in making their programs available to FM stations owned by their affiliates will be discussed at the midwinter conference of the executive board of the American Federation of Musicians, meeting this week in Chicago.

Since FM broadcasts are furnished to network clients without extra charge, on the basis that most present FM sets are combination AM-FM so that the set-owner is given a choice of which way he will hear the program and there is no increase in the size of the audience, the networks have argued that no extra fees should be charged by the union for FM broadcasts.

Same question is being discussed by network executives and officials of AFM Local 802 in New York, which on Friday began negotiations for a new contract covering programs originating in that city to succeed the former contract which expired Feb. 1. First meeting on Friday was described as "purely exploratory." Similar conferences will be held in Chicago, Hollywood.

Casualty Co. Expands

SPONSORED by Lumbermen's Mutual Casualty Co., Chicago, Upton Close's *World News Parade* starts a new series Feb. 13 expanding from a quarter-hour to a half-hour over NBC. Lowell Thomas, NBC Commentator, was the guest of Upton Close on the last of the old 15 minute series, Feb. 6.

AP

WBCA, Schenectady, N. Y.

. . . your Telescript sales presentations have been most helpful . . . the most constructive sales aids we have received from any source.

Leonard L. Asch
President

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

CHNS

THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

CHATTANOOGA
IN THE HEART OF TVA
POWER EMPIRE
WDOD
CBS
5,000 WATTS
DAY AND NIGHT
PAUL H. RAYMER CO.

★ ★ ★ ★

WSYR
The Only NBC Station
Covering
Central New York
—including over 40% of farms in the state.
★ 5000 Watts at 570 Kc
★ Syracuse, N. Y.
Represented by Raymer

Pointing the Way to A BIG MARKET

Finger tip facts
ON RICH PEORIAREA

Peoriarea—a rich, responsive market you need. Above-average incomes in war or peace. Get the facts. Send for Brochure.

FREE & PETERS
Exclusive National Representatives

WMBD PEORIA, ILLINOIS
COMPLETE COVERAGE IN 16 RICH ILLINOIS COUNTIES
A Good Market NOW — A Better Market WHEN THE WAR IS WON

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY
—if the network they are on cannot furnish coverage here
WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET
THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

First on New York's Dial...570
wmca
America's Leading Independent Station

FOR THE
"World's Best Coverage of the World's Biggest News"
UNITED PRESS

Friendly, persuasive personalities, plus entertainment and service geared to this six-state area GET RESULTS!
WIBW The Voice of Kansas in TOPEKA

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JANUARY 29 TO FEBRUARY 4 INCLUSIVE

Decisions . . .

FEBRUARY 1

KFQD Anchorage, Alaska—Granted license use old 250 w composite transmitter as auxiliary.

WLBZ Bangor, Me.—Granted involuntary transfer control from Thompson L. Guernsey to Eastland Broadcasting Co. through transfer 439 shares capital stock for $150,000.

FEBRUARY 3

WSAY Rochester, N. Y.—Granted mod. CP authorizing change frequency, power, etc., for extension completion date to 8/1/44.

WJZ New York—Granted license cover CP authorizing move auxiliary transmitter, install new transmitter and antenna, change power from 25 kw to 10 kw.

Applications . . .

FEBRUARY 1

KTHS Hot Springs, Ark.—Extension special service authorization to operate unlimited time, simultaneously with WBAL, 1 kw N, 10 kw D, for period ending 5/1/45.

KOVC Valley City, N. D.—Vol. transfer control from Milton Holiday, Herman Stern and E. J. Pegg to Robert E. Ingstad, through transfer 112 shares common stock.

WDSM Superior, Wis. — Relinquishment control by Victoria B. Conroy and James J. Conroy through sale of 45 shares common stock by Victoria B. Conroy to Roland C. Buck.

FEBRUARY 2

WPRP Ponce, Puerto Rico—Vol. assgn. license from Julio M. Conesa to Voice of Puerto Rico Inc.

A. W. Talbot, Billings, Mont.—CP new standard station, 1410 kc, 1 kw N, 5 kw D, unlimited.

KWAL Wallace, Ida. — Transfer control from Clarence Berger to J. R. Binyon, through sales of 500 shares of stock. (Incomplete.)

FEBRUARY 3

WGAR Cleveland—CP new FM station, 45,500 kc, 8,500 sq. mi.

Southland Industries, San Antonio, Tex.—CP new FM station, 44,500 kc, 16,500 sq. mi.

Capitol Broadcasting Corp., Indianapolis—CP new FM station, 48,700 kc, 14,120 sq. mi.

FEBRUARY 4

KBIZ Ottumwa, Ia.—Vol. assgn. license from J. D. Falvey to KBIZ Inc.

Network Accounts

All time Eastern Wartime unless indicated

New Business

BEN HUR PRODUCTS Inc., Los Angeles (coffee, tea, spices), on Feb. 21 starts for 52 weeks *Aunt Mary* on 8 NBC California and Arizona stations Mon., thru Fri., 10:30-10:45 a.m. (PWT). Agency: Barton A. Stebbins Adv., Los Angeles.

RAINIER BREWING Co., San Francisco (beer), on Feb. 12 starts for 52 weeks, half-hour musical variety show on 10 Blue Cal. stations, Sat., 8:30-9 p.m. (PWT). Agency: Buchanan & Co., Los Angeles.

LYON VAN & STORAGE Co., Los Angeles (moving, storage), on Feb. 7 starts for 52 weeks *Andy & Virginia* on 10 Blue Cal. and Nev. stations, Mon., Wed., Fri., 4:30-4:45 p.m. (PWT). Agency: BBDO, Hollywood.

EVERSHARP Inc., Chicago (pens, pencils, ink), on March 7 starts undetermined program on 165 Blue stations, Tues., 7-7:30 p.m. Agency: Blow Co., N. Y.

WESTINGHOUSE ELECTRIC & Mfg. Co., Pittsburgh, on March 13 starts undetermined program on 160 Blue stations, Mon., Wed., and Fri., 10:15-10:30 p.m. Agency: McCann-Erickson Inc., N. Y.

CURTIS PUBLISHING Co., Philadelphia (*Saturday Evening Post*) on Feb. 8 starts *The Listening Post* on 67 Blue stations, Tues. thru Fri., 10:45-11 a.m. Agency: MacFarland, Aveyard & Co., Chicago.

Network Changes

CAMPANA SALES Co., Batavia, Ill. (Campana Balm, Dreskin, Cool'es, DDD, Make-up), on Feb. 26 discontinues *Campana Serenade* on 118 CBS stations, Sat., 1-1:25 p.m. Agency: Wallace-Ferry-Hanly Co., Chicago.

SEABOARD FINANCE Co., Los Angeles (investments), has shifted *George W. Irwin —News* on 8 Blue Cal. stations, Mon. thru Fri., 6:55-7 p.m. (PWT), to Tues., Thurs., 7:15-7:30 p.m. (PWT). Agency: Smith & Bull Adv., Los Angeles.

BENEFICIAL CASUALTY Insurance Co., Los Angeles, has replaced *Captain Quiz* with *Radio Newsweekly* on 5 Blue Pecific stations Sun., 10:15-10:30 a.m. (PWT). Agency: Hillman-Shane-Breyer, Los Angeles.

FORD MOTOR Co., Detroit, has replaced Ray Henle with *Early American Square Dance* on 156 Blue stations, Sat., 8-8:15 p.m., and has replaced Ray Henle with Paul Nielson on same stations Mon. thru Fri., 8-8:15 p.m. and on Jan. 30 changes title of Sunday 8-8:15 p.m. program on 156 Blue stations to *Greenfield Village Chapel Service.* Agency: J. Walter Thompson Co., Chicago.

SERVEL Inc., New York (institutional), on Jan. 29 shifted *Fashions in Rations* on 77 CBS stations, Sat., 11:30-12 noon, from Hollywood to New York. Agency: BBDO New York.

GOODYEAR TIRE & RUBBER Co., Akron (institutional), has discontinued *Salute to Youth* on 123 NBC stations, Tues., 7:30-8 p.m. and on Feb. 6 started *The Star and the Story* on 130 CBS stations Sun., 8-8:30 p.m. Agency: Young & Rubicam, N. Y.

HUNT BROS. PACKING Co., San Francisco (canned food products), on Feb. 15 replaces *Vaudeville Hotel* on 34 Don Lee Pacific stations, Sun., 8-8:30 p.m. (PWT), with transcribed version of *Fulton Lewis jr.*, Tues., Thurs., 9:45-10 p.m. (PWT). Agency: Garfield & Guild Adv., San Francisco.

PETER FOX BREWING Co., Chicago (Fox DeLuxe beer), in January added 15 additional stations on the Blue for *Fox DeLuxe Variety Hall*, 7:30-8:00, Tuesdays. Contract is for 52 weeks. Agency is Schwimmer & Scott, Chicago.

FM Feeds AM

MILLENIUM arrived in Schenectady one day last week when three AM stations were fed by FM outlet WBCA. The "man bites dog" event occurred during Schenectady's *War Bond Roundup*, originating on WBCA and broadcast by AM stations WGY and WSNY, when a total of $61,150 was raised to bring Schenectady's total to within 50% of its total for the drive.

in the CONTROL ROOM

WALTER STEBBINS, engineer at WAIT Chicago, has been sworn into the Navy, SRU (ship repair unit). He will remain at WAIT until official orders are received.

FLOYD JONES, formerly on the engineering staff of WICC Bridgeport, has been promoted to a major in the Army.

JACK V. JONES has replaced Maxwell Williams as chief engineer of WCBI Columbus, Miss. The latter has been inducted into the armed forces.

LOUIS GOODMAN and Vernon Miller, formerly with WELI New Haven, Conn., have joined the control room staff of WCOP Boston. Carlton Emery has joined the WCOP transmitter staff.

JAMES LATO, formerly with the Paragon Engineering Co., Chicago, and WCRW Chicago, has joined the Blue central division engineering staff.

LES WILLYARD, engineer in charge of research and test laboratories for Universal Microphone Co., Inglewood, Cal., and associated with that firm for 13 years, has been appointed chief engineer.

FRANK CARVER, engineer of KYW Philadelphia, has been transferred to the parent Westinghouse Co., as field representative in the Field Engineering Division, Baltimore.

FRANK WALTER, an engineer of WAIT Chicago for two years, will be inducted into the Army next week.

ARCHIE SICHEL, of the engineering staff of WIBG Philadelphia, has been inducted into the Navy.

ARTHUR KULOSA Jr., engineer of WIND Gary, Ind., has been inducted into the Army.

Book of Music Series

MATERIAL presented on the NBC series *Music of the New World*, a survey of the history of the Americas, with musical illustrations, will be issued in book form under arrangements made between the network and Smith and Durrell, publishers. Written and compiled by Gilbert Chase, who is in charge of preparing the programs, the book will follow the outlines of the program and will contain a bibliography and record list.

BRITISH COLUMBIA LAND OF OPPORTUNITY
A Proven 20% Preference for CJOR News
CJOR
VANCOUVER, CANADA
J. H. McGILLVRA (U.S.)
H. N. STOVIN (CANADA)
NOW MORE THAN EVER 1ST

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

OPERATOR — Permanent position with chance of advancement. State qualifications and enclose small photo. Please include your recommendations. Write Technical Manager, WFDF, Flint, Michigan.

Wanted—Announcer with some experience. Advise age, draft status, salary expected and details in first letter. Write Box 824, BROADCASTING.

Wanted—First or Second Class Operator. Announcing ability desirable but not essential. Give full details. Draft status, starting salary first letter. Write Box 825, BROADCASTING.

Experienced Radio Announcer—On 5 kw Regional Network Station. Give personal information and salary requirements. Box 823, BROADCASTING.

Wanted—Announcer-operator, with first class license. Must be capable of news and general announcing network station. Send details to KSEI, Pocatello, Idaho.

Sales Promotion Man—Important network station which will add FM and Television services offers excellent opportunity for man with some advertising experience . . . the more the better. But ideas and applied energy are most important. Good salary. Write in detail. Box 830, BROADCASTING.

ANNOUNCER-CONTROL OPERATOR — Male. Experienced. $55—48 hours, more if expertness justifies. WEGO, Concord, N. C.

First Class Operator—Capable of becoming Chief Engineer. Experience unnecessary. State draft status. Non-defense area. WBRW, Welch, W. Va.

Wanted—Announcer, 4F, $45 weekly guaranteed. Send references first letter. KMLB, Monroe, La.

Engineer—First or second class license, permanent good paying connection with 5 kw CBS affiliate in moderate sized New England town. Box 821, BROADCASTING.

Engineer—First or second class license; Good pay; **Non-Defense area; Reasonable** living cost. Must be draft deferred. WSYB Rutland, Vermont.

KGY, Olympia, Wash., will shortly need two first class operator-announcers. Please send full details and audition disc if possible.

ANNOUNCER WANTED—Experienced—Turntable technique—40 hour week—plus overtime. Write Gerald J. Morey, Radio Station WNLC, New London, Connecticut.

PROMOTION MANAGER—Man or woman with basic knowledge of sale, publicity and advertising. Capable of handling ideas and details concerned with increasing station popularity and product promotion. State all details you think of interest to a southern regional affiliate. Salary commensurate with ability and background. Box 813, BROADCASTING.

PROGRAM DIRECTOR—For progressive southeastern metropolitan regional network affiliate. Must be experienced, of good character, and energetic. Don't apply if you're a "surface brusher". Ideas important; ability to follow through—paramount! Please write fully including income expected. Box 814, BROADCASTING.

WANTED—Two good Farm Station Announcers and continuity men. Good earning, low cost living conditions and excellent future for the right men. Write or wire full details. KFNF, Shenandoah, Iowa.

Advertising Salesman—With chance to develop into commercial manager—by popular Florida station. Great opportunity for experienced man looking for permanent advancement. Write fully. Box 815, BROADCASTING.

Help Wanted (Cont'd)

TRAINED RADIO HELP AVAILABLE—to help offset the shortage of technically trained Radio personnel, we are preparing women for second and first class radio-telephone licenses and other Radio communication work. Some trained girls are available right along. When you need women technicians, please write us. No obligation, no fees. DeFOREST'S TRAINING, INC., 2533 N. Ashland Ave., Chicago 14, Illinois.

Control Operator — Must be experienced Regional Network Station. State full qualifications. Box 816, BROADCASTING.

Announcer—For mid-western network station. Splendid opportunity for right man. Send full details including draft status, when available and salary expected. Box 817, BROADCASTING.

Excellent Positions—Open for first, second and third class engineers; production men; junior and senior announcers; news editors; station executives; time salesmen; radio telephone and telegraph operators. Wilson Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

Licensed Operator—Who can do some announcing for Alaska stations. Good salary, transportation from Seattle. Give complete details your qualifications. Office KINY-KTKN, 708 American Bldg., Seattle, Wash.

Situations Wanted

Announcer—Top man. Desires change with progressive station willing to pay for talented man in all phases of announcing. Age 26, 5 years experience, married, no draft. Knows production and can edit news. Please tell all first. Box 829, BROADCASTING.

Second Phone and Second Telegraph License—Want job in California station. Married, age 28, draft 3-D. Joe A. Forrester, Gen. Delivery, Oakland, California.

Commercial Manager — Desires change. Proven record of ability. Not a pressure salesman. Educated and draft exempt. Prefer station with sales problems. Address Box 804, BROADCASTING.

Woman—Four years experience in radio desires change, preferably Southern Station. Familiar all phases of radio. Program director, office, continuity writing and handling women's programs. Box 803, BROADCASTING.

Copywriter and Announcer — Two years general merchandising and copy experience. Three years entertainer. Prefer staff announcing position. 25, 4F. Box 802, BROADCASTING.

Eighteen Years—(in fourteenth at leading 50 KW) radio experience; production, engineering (first telephone), programming, writing, traffic, announcing (not too good). Earning good salary but desire change leading to executive position station preferably medium-sized city. College graduate, 40. Box 801, BROADCASTING.

Program Director—Announcer, continuity writer, producer desires change of locale. Married, three children. Now employed 5 kw network affiliate. Versatile background including successful business venture. Box 827, BROADCASTING.

Producer-Writer—Capable and experienced, with definite talent and capable of originality. Available if you can prove existance of real opportunity. Presently employed at 50 kw station. Box 822, BROADCASTING.

Writer - Announcer - Aviation Expert — Breakfast Club, street broadcasts, studio, publicity. Tell all first leter. Salary and bonus. "Russ" Brinkley, c/o Box 818, BROADCASTING.

Situations Wanted (Cont'd)

EXPERIENCED NEWSCASTER-ANNOUNCER—Employed with 50,000 watt station. B.A. Degree. Age 24—single—4-F. Available March 4. Salary $60 weekly. Box 809, BROADCASTING.

Experienced Announcer — Now employed. Desires change. Honorable army discharge. $50 weekly. Box 819, BROADCASTING.

STATIONS! AGENCIES!

Continuity Dept. wearing khaki? Freelance writers with library will pinch hit by mail. Dramatic shows, program ideas, custom-written spots. Low rates. Box 812, BROADCASTING.

ATTENTION CHICAGO AREA — Local spot saleswoman for mid-west station, network affiliate, desires change. Aim to advance in the field of national advertising. Would be willing to continue sales work or secure position writing straight sales continuity. Station or agency. Box 811, BROADCASTING.

ANNOUNCER—Draft exempt. Good salary for versatile man. 10,000 watt station in Southeastern city of 200,000. Box 810, BROADCASTING.

For Sale

For Sale Two 833 tubes, 250 hours. Two 833, 1500 hours. One 833, 4500 hours. One 204A, 2500 hours. Seven 204A, 5000 hours. One 849, 2000 hours. Three 849, 3500 hours. All RCA. $275 for lot. Box 828, BROADCASTING.

FOR SALE—179 ft. Blaw-Knox tower insulated, self-supporting, tapered cross-section. Price, $2,525 cash. KFAC, Los Angeles 5.

For Sale Subject to FCC approval, Regional thousand watt station in thriving community, making money. About $50,000 cash. Box 807, BROADCASTING.

Wanted to Buy

Equipment Wanted—RCA or Federal Field strength meter. State condition, last calibration date and price. Box 826, BROADCASTING.

EQUIPMENT WANTED — Quarter—one Kilowatt or five kilowatt transmitter, modulation monitor, frequency monitor, transcription equipment, tower and lighting equipment, new or used. Box 820, BROADCASTING.

Wanted To Buy—250 Watt transmitter and other station equipment. Please send full particulars. Box 799, BROADCASTING.

Wanted To Buy Six filter capacitors, capacity 2 microfarads, 10,000 volts working. New or used if in working order. Box 808, BROADCASTING.

WANTED TO BUY—250 watt transmitter—any model, any make, new or old. Box 805, BROADCASTING.

WANT A JOB WITH A FUTURE?

* **Announcer**
* **Sports Announcer**
* **News Editor**
* **Women's Program Director**

For 5000 watt station in metropolitan Ohio city. No post-war replacement. State experience, draft status and salary desired.

Box 800, BROADCASTING

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
CONSULTING RADIO ENGINEERS
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

BACK THE ATTACK
'TIL THEY COME BACK!

Delay in 'Duoply' Order Seen As Jett Confirmation Pends

Licenses of Nine Stations Affected by Action Which Denied Extensions Beyond May 31

POSSIBILITY that the FCC again will consider postponement of the effective date of its dual ownership on a blanket basis when it has its full quota of seven Commissioners was seen last week with the expected confirmation of Chief Engineer E. K. Jett as a member of the Commission.

By a 3-3 tie vote, the FCC Jan. 28 retained the May 31 effective date for the "duopoly" order, denying motions that the effective date be extended to Nov. 23 or to Jan. 1, 1945. It was thought that with Mr. Jett's confirmation, now confidently expected in spite of a politically-bred controversy over his political status, the postponement motion would be re-offered. In its Jan. 28 action, the FCC extended to midnight May 31 the licenses of nine stations held to be affected by the order banning dual ownership of stations in the same or overlapping areas.

First Renewals

Stations given extensions to the May 31 date were: WEEU Reading; WILM Wilmington; KIEV Glendale; WBAP Fort Worth; WAIT Chicago; WLW Cincinnati; KFI and auxiliary, Los Angeles; KFAB Lincoln; WBBM Chicago. These were the first of the renewals, handled by frequency categories, to arise since the FCC adopted Order 84-A last November.

In announcing its action, the FCC said that to avoid hardship in any particular case where disposition of one of the stations or compliance with the order by other means is not feasible prior to May 31, it would consider a petition for extension of license to permit orderly disposition of properties. Such petitions, the Commission stated, should set forth:

"1. The specific facts establishing due diligence in the effort to effect a compliance with the terms of the order and the licensee's inability to comply with the terms of the order.

"2. The determination of the licensee to proceed in good faith as expeditiously as may be to effectuate compliance with the order."

Commissioner T. A. M. Craven made the motion for postponement of the effective date to Jan. 1, 1945. An amended motion, offered by Commissioner Norman S. Case, for postponement to Nov. 23, 1944—a year from the date of promulgation—was lost by the 3-3 tie vote. Commissioner Ray C. Wakefield voted for the postponements, but Chairman James Lawrence Fly and Commissioners Paul Walker and C. J. Durr opposed any change.

PROMOTION STAFF OF BMI EXPANDED

IN AN EXPANSION of promotional activities, BMI has appointed Tod Williams to head the promotional department as well as edit the new BMI monthly *Bulletin*. Mr. Williams was formerly with McCann - Erickson, Minneapolis, where he worked on the radio portion of the Pillsbury account. He later joined WTCN Minneapolis, as news editor and promotion director, and is a former program director of WSPD Toledo. The BMI *Bulletin*, approved at a recent

Mr. Williams

Mr. Dolberg

Board of Directors meeting, will contain news of BMI operations and affiliated BMI publishers. The publication, which will make its initial appearance about Feb. 10, will also act as a clearing house for program ideas and production problems, according to Merritt E. Tompkins, BMI vice-president and general manager.

Dolberg Named

Glenn R. Dolberg, West Coast radio executive, has been named field representative of BMI, Mr. Tompkins also announced last week. His appointment is in line with the BMI expansion. Entering radio in 1926 as manager of KEX Portland, Mr. Dolberg later became commercial manager of KXL in that city. Returning to Los Angeles, his home town, Mr. Dolberg joined KFI-KECA as assistant manager and program manager, a position he held for over six years. From 1937 to 1942, the new BMI representative was program and production manager of KPO and KGO San Francisco, and more recently served as operations manager of KQW San Jose, Cal.

Foreign Language Outlets Seek Unity

Common Council, OWI Stress Problems Facing Stations

AT AN INFORMAL conference arranged by the Common Council for American Unity, New York, foreign language broadcasters met last week with council members and a representative of the Office of War Information to discuss problems facing foreign language radio in handling Government information programs, promotion of Americanization among the foreign language speaking people, and other phases of programming.

As radio chief of the OWI's foreign language division, Lewis Frank outlined the objectives of his agency, which he said were primarily to help put across the Government's information programs. Present services of the division were explained in the light of the recent OWI budget cut, reducing expenditures from $8,000,000 to $2,000,000.

It was generally agreed that one of the prime wartime services of the foreign language station should be to break down inter-group barriers caused by intense nationalism. There is a real need for creating a feeling of unity among individual language groups by stressing their common interests as Americans through programming, it was decided.

3-Point Program

Read Lewis, executive director of the council, proposed a three-point plan for foreign language radio. Spacing of news and other program material on local stations to avoid duplication, interpreting one national group to another, and securing public recognition and understanding of the foreign language radio and press.

Some broadcasters felt that the OWI material they received was better suited to newspapers than to radio, and that the translations did not ring true, while others pointed out that it was up to the individual broadcaster to rewrite and adapt the material to his own taste. It was brought out, however, that changing of OWI material required censorship approval before it could go on the air, and that the delay and time involved were discouraging factors. The council agreed to arrange a meeting with censorship authorities to discuss the station's difficulties.

Among those present were: Eugene Endrey, WWRL Woodside, N. Y., Abe Lyman, and Peter M. Lindt, WBNX N. Y., Oscar Gorin, WEVD N. Y., Joseph Lang, Nest W. Willcox and G. Lupis, WHOM Jersey City, N. J., Ruth Parsey, WBNX and Nicholas Czubatyj.

WGN Planning for Video Outlet in Chicago Area

ANTICIPATING the importance of post-war television, WGN Chicago has placed an order for a 40,000 w transmitter and has applied for a television wavelength and construction permit from the FCC, W. E. Macfarlane, president of the station, announced last week.

The transmitter and studio equipment for video broadcasting, to cost more than a quarter-million dollars, will be built by General Electric when post-war priorities determined by the WPB will permit its construction. Studios for WGN's television, as well as those for FM and facsimile reproduction and AM, will be housed in a new structure to be built on the property south of the Tribune Tower, immediately following the war.

Resinol on Coast

RESINOL CHEMICAL Co., Baltimore, will use network radio for the first time, starting Feb. 14 with Edward Jorgenson's *Blue Newsroom Review* on 10 Pacific Coast stations of the Blue, Monday, Wednesday and Friday, 1:20-1:30 p.m. Firm has been promoting its Resinol ointment through spot radio for the last several years. Agency is Courtland D. Ferguson Inc., Baltimore.

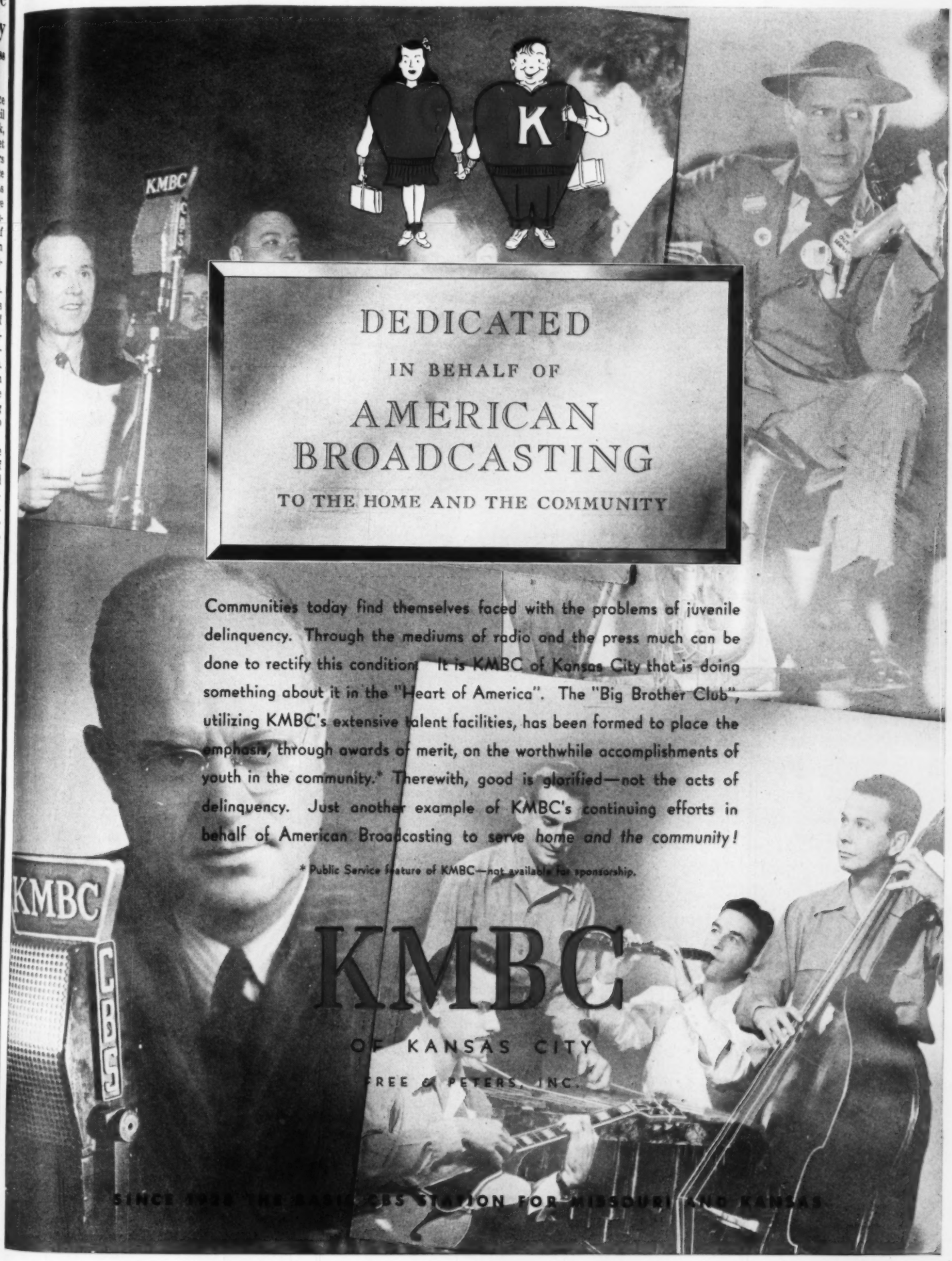
Luckies Change

PROGRAM format of *Your All Time Hit Parade* is in the process of being revised. Bea Wain, Jerry Wayne, and the Lynn Murray chorus have been dropped, with Lulu Bates, singer, taking over starting with next Friday's broadcast, Feb. 11. Agency is Foote, Cone & Belding, New York.

Drawn for BROADCASTING by Sid Hix

"The Last Time He Sneezed During a Program, He Got 500 Postcards Saying 'Gesundheit'"

DURING WAC Week at WHIO Dayton the station scheduled a series of daily promotion spots and programs. Recruiting center was set up at WHIO and listeners were invited to come and enlist.


KMBC
K
DEDICATED
IN BEHALF OF
AMERICAN
BROADCASTING
TO THE HOME AND THE COMMUNITY
Communities today find themselves faced with the problems of juvenile delinquency. Through the mediums of radio and the press much can be done to rectify this condition. It is KMBC of Kansas City that is doing something about it in the "Heart of America". The "Big Brother Club", utilizing KMBC's extensive talent facilities, has been formed to place the emphasis, through awards of merit, on the worthwhile accomplishments of youth in the community.* Therewith, good is glorified—not the acts of delinquency. Just another example of KMBC's continuing efforts in behalf of American Broadcasting to serve home and the community!
* Public Service feature of KMBC—not available for sponsorship.
KMBC
CBS
KMBC
OF KANSAS CITY
FREE & PETERS, INC.
SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS